



☆ JILL C LUBLIN ☆

FIND YOUR VOICE. BE HEARD BY MILLIONS. CHANGE THE WORLD.

PUBLICITY   
BREAKTHROUGH  
CHALLENGE   
Workbook DAY 1

MESSAGING

# It's All About Your Message

What problem do you solve? *Use statistics!*

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**Who** do you solve this problem for?

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**Why** do they need this problem solved?

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# It's All About Your Message

When writing the Problem and Solutions here are some tips to make it more compelling:

- Keep it simple - in 5-year-old language
- Use YOU language
- Include the name (or part of it) of your book, program, podcast, etc.

*The problem today is*

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*Now list 3 solid solutions – give the gold advice you get paid for.*

*Use solid, actionable tips, do not be vague. The reader should want to learn more about your expertise / what you have to offer after reading your 3 solutions.*

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2

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3

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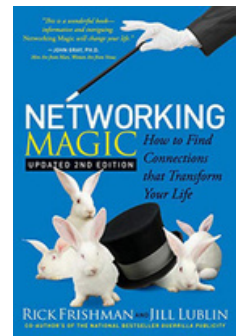
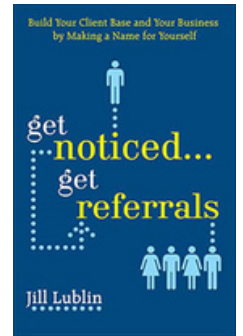
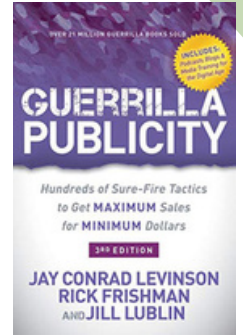
# It's All About Your Message

HERE'S HOW YOUR MESSAGE SHOULD SOUND:

The **problem today** is 4 out of 5 businesses will go out of business because you have no clue how to create publicity without spending a fortune.

I want to share **3 Guerrilla Publicity** tips today, for how to get your message in the media

- The first way to **Get Noticed** is to create your "Ooh-Aah" factor
- The second way is to create the "I've heard of you somewhere" syndrome
- The third way is to focus on **Networking Magic** and show up in your community at least twice a month for name and face recognition



WRITE YOUR WHOLE MESSAGE BELOW (PROBLEM + SOLUTIONS)

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