

# The Self Help Salon

Where coaches, speakers and self-help writers  
can get known now.



## PLATFORM PUSH COACHING SYLLABUS

**Assignments in pink** must be submitted to Suzanne 24 hours prior to class at which they're due.

### *MONTH ONE: BUILDING THE FOUNDATION*

#1

BEFORE CLASS I SEND:

- Tips on setting up a truly creative work space

How Course works

- Tools you'll need
- Tone of feedback
- How to use binder/set up dividers
- Way to use yahoo group
- How to Use Push Buddy
- Way to use actual classes/listening to recordings
- Meditating on the phone

Group Weigh In

- Overall goals for class/ These are typed up and posted on Push group Web Page (create a student area)

Creating Your Ideal Plan

- MEDITATION: CREATING AN INTUITIVE MARKETING PLAN
- Understanding it gets finessed as you go
- Make a reasonable schedule
- Make a reasonable budget (guerilla or paid)
- Set up support system for \$, time, task delegation

HOMEWORK:

- Branding worksheet from PBC program
- Listen to DYSP
- Look for competitive websites

Optional: R& D your market however possible

#2

BEFORE CLASS I SEND:

Determine Your Purpose and Market

- Follow up on purpose meditation
- Get clear on market and who needs what
- Get clear on what you're here to provide
- Competitive search
- Use one or two on call to demonstrate getting clear on who market is

Group Weigh In:

- All state their purpose ... or as much as they know about it
- Who's your market, what are you here to provide?

HOMEWORK:

- Continue competitive search, now noticing and writing down brand names that spark something for you.
- Continue to hone in on your market; start to look at your website or materials and notice where brand is not present. Make a note of these, too.

## ***MONTH TWO: BUILDING YOUR BRAND***

#3

BEFORE CLASS I SEND:

Group Weigh In

- research on market ... what did you learn?
- Continue to get feedback on what you're here to provide
- air concerns about their particular brand/issues/ discoveries

Creating a Brand

- critical need for clarity/ pushing past fear of niche
- key phrase research/new tools to use... set criteria for choosing good ones
- most of us can't create it well in a vacuum
- Review great websites that have good brand

HOMEWORK:

- Do keyword research for your niche and see which keyword domains are available. Make a list of ones that fit our criteria above.
- If you already have a domain you like, go into your keyword list and see what could be improved, using keyword research tools
- Develop big list of good and bad brand names for your work
- **Submit current headshot** to Suzanne
- **Send URL of current website** (if you have one) to Suzanne

- Optional: Pick five brands and R&D them ... create a survey via survey monkey.com

#4

BEFORE CLASS I SEND:

- Required reading: materials about how much to load on site, navigation tips
- Assessment sheet on Personal Website Wish List

Group Weigh In:

- Present 'winning' brand or brands and get feedback
- Present keywords you found to fit good criteria
- If you already have brand and website/ how did this research help or hinder?
- Feedback on headshots

WEBSITE REVIEW

- Review of group's websites
- Review of headshots
- Designer and WYSISWYG (no html tools) resources to share
- Mini-interview: Kristie T, with tips on branding on the Net
- Headshot resources, ideas

HOMEWORK:

- **Submit current ezine** to group (send to us and we'll broadcast)
- If building or re-building a site, do a search for sites that feel like what you want to create
- Complete our assessment sheet for what needs work on your site or what you'd like on your new site
- Make an appointment to get a better headshot if yours isn't adequate

OPTIONAL

- Sign up for some competitive ezines. Notice which ones get past your own spam filters and what the format is
- (If you don't have a site) Create a site using homestead.com
- (If you have a site) Re-work your home page and at least three other pages to reflect your new brand more powerfully, and optimize with newly chosen keywords

### ***MONTH THREE: PROMOTE ON LINE***

#5

BEFORE CLASS I SEND:

Group Weigh In:

- Report in on which ezines went to spam filter, which got thru
- Status report on state of your site
- Review of how ezine serves brand or doesn't

Creating an ezine or a blog

- explanation of difference between the two
- how to use them
- why they matter
- how to promote blogs/ezines
- some free/easy alternatives
- Submit to ezine announcers sites, et all
- Submit to blog SE's
- Using RSS feed
- Optimization tips
- Submitting ezine articles in free article databases

#### HOMEWORK:

- Create a blog
- Redesign Ezine if required
- Submit to blog SE's and Ezine sites above
- Hook up to RSS feed
- OPTIONAL: Review current metrics on ezine delivery, etc

#### #6

##### BEFORE CLASS I SEND:

- resources and articles on ppc ad update
- bad JV pitch letter
- bad press release

##### Group Weigh In:

- Feedback on blog
- Feedback on ezine redesign

##### On Line Promo

- MEDITATION: Designing a plan/budget to promote on line
- Find JV partners ... where to find resources
- Tear apart a bad JV pitch letter
- PR release resources /cruise together thru PR sites and see what's there
- Tear apart a bad press release
- Provide short list of article submission sites that actually work
- Quick update on status of PPC ads/ send material and articles on this

##### HOMEWORK

- Brainstorm with partner or alone sites to pitch for columns
- Brainstorm with partner or alone sites to pitch for JV's
- Brainstorm article topic list with partner
- Create a bio box that's optimized and ties into a landing page
- Research additional article submission sites that fit your topic and set up into Excel sheet (add at least five)

##### OPTIONAL

- Try \$25 ppc campaign on your keywords on Google Adwords and fiddle with copy to raise click thru rate
- Contact three possible JV partners and suggest different ways to work together
- Write and submit one of your ezine articles to your new and improved article submission list

## **MONTH FOUR: OFFLINE PROMOTION**

#7

BEFORE CLASS I SEND:

- Link to recording of Barrie Gillies talk about submitting to her, other major magazine editors

Group Weigh In:

- PPC Experiment results
- Bio Box Review
- Share resources on article submit list

Going for Magazines & Newspapers

- How to create a pitch ... importance of 'ramping up'
- Analysis of a bad pitch and a good pitch
- Discuss recording with Barrie G
- Techniques for finding topics
- Resources on finding publications to pitch
- Creating a submission log

HOMEWORK

- Go to bookstore/library and cruise magazines/newspapers (go back 3 issues)
- Create a database of current editors of top ten A publications and top ten B publications, double checked by calling
- Set up database in an Excel file that can be a submission log
- **Create an article pitch** for one small or large article tailored to one publication
- **Send headshot to Suzanne** if you got it since last review

OPTIONAL

- **Brainstorm postcard mini-campaign** (all 20 above) to announce your expertise in your field
- Create or purchase postcards and send to editors
- Email teasers on article ideas to five editors, logged into Excel sheet

#8

BEFORE CLASS I SEND:

- Link to recording with Susan Harrow on how to create effective sound bites

Group Weighs In:

- Get feedback on article pitch

- Feedback on postcard campaign
- Review any headshots that need review

#### Going for TV and Radio

- Understand how the media thinks about you
- Create 10 second pitch for producers/editors
- Listen to chunk of recording with Susan Harrow
- Build database of short list of TV and radio shows to get on
- Review of on-line media kit and media pages
- Should they be professionally designed?

#### HOMEWORK:

- Create 10 second pitch you can deliver live to producers/editors
- Make notes on three story ideas you can post on media room

### ***MONTH FIVE: MORE ON MEDIA KITS & PAGES plus SPEAKING***

#9

BEFORE CLASS I SEND:

#### Group Weigh In

- Deliver 10 second pitch and get feedback
- Get feedback on three story ideas to post on media room
- Feedback on any assembled media kits

#### More on Media Kits

- Basis for speaking kit as well
- What to do if you don't have any clips
- Easy places to drum up quick clips

#### HOMEWORK

- **Buy a folder and design a media kit for yourself** (scan and send link to Suzanne)
- **Create media page on site**, with bio, headshot, story angles with other experts, any clips you may have, and extra sheets or material
- **Create media-friendly bio**
- **Create story angles on media page**

#### OPTIONAL

- Submit an online PR release about one of your story angles that leads reporters back to your media page

#10

BEFORE CLASS I SEND:

- Links to all submitted media rooms and folders

#### Group Weigh In

- Evaluate media kits
- Evaluate media pages
- Evaluate media-friendly bio
- Evaluate story angles

#### Creating Tools to Book Speaking Gigs

- MEDITATION: Honing in on speaking topics/formats
- Speaking kit ... what to add to Media Kit
- How to create a one-sheet/resources and software recommendations
- How to use competitive info (where they're getting booked, price, format, content)
- Requesting speaking kits from competitors ... some ideas
- Creating workshops and speeches (could be based on article lists)
- Find a place to work with groups
- Developing a speaking bio/introduction

#### HOMEWORK:

- Brainstorm list of seminar topics, workshop ideas, retreats, etc.
- Competitive search on your general topic
- **Design and write up one-sheet** on at least one topic
- **Write your speaking bio/introduction**

#### OPTIONAL

- Book one fee or free talk or workshop either in a venue, or organize a test workshop or talk in front of friends
- Find out about Toastmasters (if needed)

### ***MONTH SIX: WRAP UP ON SPEAKING & CREATING YOUR OWN MONTHLY PROMOTION SYSTEM***

#11

#### BEFORE CLASS I SEND:

- Link to one-sheets

#### Group Weighs in

- Share One-Sheets
- Share three topics for seminars/talks

#### Booking speaking jobs

- Fee Schedule ... review of various prices of speakers on web
- Submission log
- Importance of testimonials/how to get
- Self book or get hired?
- Review of speaker pages on websites
- Share resources on places to pitch

#### HOMEWORK:

- Create a specific wish list of where you'd like to speak
- Develop submission short list of 10 Adult Ed Centers, 10 New Thought or other types of churches, 10 general venues
- Gather testimonials on speaking from at least one booking source (on letterhead)
- OR IF YOU HAVEN'T DONE ANY SPEAKING Book your own talk or workshop among friends for a date at least two months in future

#### OPTIONAL

- Make fee schedule and send to Suzanne for private review and feedback

#### #12

##### BEFORE CLASS I SEND

- Master checklist of marketing options

##### Group Weighs In

- Where they are with speaking
- Share wish lists
- Share needs regarding keeping up momentum

##### Sticking With the Program

- consistency is key
- WRITTEN MEDITATION: Master Checklist
- Monthly Systems to implement
- Additional stuff you can do each month, optionally
- Targeted forays for special events
- Setting up support systems
- Wrap Up

No homework!