

The Media Magnifier Monica Rosenfeld



Monica imparted decades of expertise in one of the most impactful sessions I've ever attended covering PR and media content

Simone Dawson, Architect of Cultural Excellence, Optum Outcomes



MAGNIFY ME PR SYSTEM

Are you a speaker, thought leader for your industry or author?

Do you want to position yourself as a media spokesperson for your industry to increase your credibility and trust in your personal brand?

Are these reasons stopping you from reaching your media potential?

1. You don't have the media contacts and don't know where to start with media pitching
2. PR Agency retainer models upward of \$70K per year are out of your budget
3. Subscribing to a passive media board doesn't get the results you're after

THE SOLUTION

I have created the Magnify Me PR system, a subscription-based program, designed to **position thought leaders such as yourself, as a consistent media spokesperson, at a fraction of the cost of a typical PR retainer.**

HOW IT WORKS

Step 1: Media Mindset

A one-on-one full day session with Monica to:

- Deep dive into your area of expertise, identify target audience/media
- Workshop newsworthy angles perfect for TV, online newsites, magazines, radio etc
- Show you how to write a pitch email that gets cut-through
- Craft your key messages
- Train you to make the most of your media interviews
- Identify opportunities to use your media exposure to convert leads to sales
- Create a potential 12 month PR calendar

Step 2: Media Radar

- Monthly or bi-monthly check-ins with Monica to identify media angles to be pitched out
- You write your media pitch to be edited by Monica's team of experience PR experts
- Your media angles pitched out monthly or bi-monthly by Monica's team to keep you front and centre

Step 3: Media Results

- Each quarter you'll receive a report outlining the angles that were pitched out and where you appeared in the media





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It has been a pleasure working with Monica this year.

Being interviewed by The Weekend Today Show on my idea of Useful Belief and my book The Simple Shift has opened up a world of opportunity.

Chris Helder, International keynote speaker and author

IS THIS PROGRAM FOR YOU?

This program isn't for everyone. It's limited to 12 monthly members. The program is perfect for you if:

- You're an expert in your field with valuable opinions and insights to share
- You have ideas, but lack the media contacts – that's where I come in
- You want a PR solution without paying a premium fee
- You understand the value that consistent media exposure brings to your business

ABOUT MONICA

Monica Rosenfeld can sniff out a news story for any business, anywhere, anytime. She is a media whisperer, exceptional communicator and a lover of helping businesses shine.

Monica delivers keynote presentations and workshops on the topic of media and personal branding.

She began her TV career in Europe, before working as a Producer on Getaway and A Current Affair. This is where she learnt how NOT to do PR.

From here she created her PR agency, WordStorm PR and for 20 years she has been helping experts position themselves as the 'go-to' media spokespeople for their industry.

PICK YOUR GAME PLAY

Top of your game

- Annual Subscription / paid monthly / 90 day trial
- Annual Media Mindset one-on-one session
- Monthly meeting
- Monthly pitch (15 hours)
- 12/36 media clippings per year*
- \$5,500 / Media Mindset session
- \$2,300 / month

Playing the game

- Annual subscription / paid monthly / 90 day trial
- Annual Media Mindset one-on-one session
- Bi-monthly meeting
- Bi-monthly pitch (15 hours)
- 6/18 media clippings per year*
- \$5,500 / Media Mindset session
- \$1,150 / month

Sampling the game

- Monthly subscription / cancel any time
- Flexibility to transfer to annual package
- Annual Media Mindset one-on-one session
- Monthly pitch (15 hours)
- Monthly meeting
- 12/36 media clippings per year*
- \$6,600 / Media Mindset session
- \$2,750 / month

*Conservative realistic estimate, based on 20+ years of pitching clients to the media

CONTACT MONICA

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News Corp

THE PROJECT

FINANCIAL REVIEW

YAHOO!
SMALL BUSINESS

The Sydney Morning Herald

The Guardian

The Daily Telegraph

SKY NEWS

THE AUSTRALIAN

Fairfax Media

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