

Hack Your Own PR - The Essential Media Plan

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This document is designed to capture your research and planning through the Hack Your Own PR Course

1. What is the primary focus of your PR?

Create awareness around my brand, build excitement, trust, credibility and interest.

2. Goals

Short-term goals (6-12 months)

- Brand awareness
- Increase sales x20
- Podcast invites

Long-term goals (12 months and beyond)

- Body language expert of australia and globally called in to translate celebrities and what their bodies are saying
- Becoming regular part of conversations about post trauma, healing, pain, anxiety, burnout, connection, nervous system, body language
- Speaking gigs

3. Who is your ideal customer?

(there may be several, write down some descriptions)

- People feeling stuck physically or emotionally
- People in pain that keeps repeating
- People wanting to understand others better
- People knowing theres more to what words are telling us
- Empaths who want to feel more confident with what they sense and start seeing concrete evidence and understanding why

4. What are they reading, listening to or watching?

(Consider: newspapers, magazines in print and digital, social media channels, podcasts, TV, and events)

- Women's health
- Mel robbins
- Parenting
- Perimenopause
- Self help
- Body and soul
- Self mag
- Channel 7

5. Approach

- Product Placement Pitching with Image Library
- Pitching Expert Commentary (eg newsjacking) - celeb series
- Writing Opinion Editorial
- Pitching Photoshoots
- Gifting readings
- Influencers
- Reading and book launch Events
- Paid media deal
- Affiliate Platform (eg Skimlinks or Linkby)

6. Timing

What dates are you centring your outreach around?

August/sept

7. My media BFFs (media targets) are:

Target 1.

- Journalist - Penny Carole
- Outlet - Womens Health, Country Style, Body+Soul
- Contact details - penny@pennycarroll.com.au
- Journalist area of interest/recent articles - lifestyle, health, entertainment, and travel writing, and also provides editing services for aspiring authors
- Angle(s) I'm going to pitch to this journalist - shes devoted to helping people tell their stories with confidence and clarity. I would pitch theme - self help - my story of coming through adversity to the other side by working on what no one saw (including me)

Target 2.

- Journalist : Madeline Hislop [Alison Ho - was editor now is owner](https://au.linkedin.com/in/allison-ho98)
<https://au.linkedin.com/in/allison-ho98>
- Outlet: Womens agenda, ABC, Sky news, Mecca
- Contact details - partnership editor.
<https://womensagenda.com.au/author/madeline-hislop/>
- Journalist area of interest/recent articles - : Reporting heavily on medical issues that disproportionately impact women, such as debunking "baby brain" myths, reporting on ADHD diagnostic barriers, and evaluating regional healthcare standards [Writing about navigating the professional world as a working mother and the structural biases built against solo parenting, entrepreneurship, and the "mental load" borne by working mothers](#)
- Angle(s) I'm going to pitch to this journalist - debunking myths about symptoms and reading the cause. Need a commercially backed campaign, a corporate partnership proposal, or a data-backed story that intersects with business, tech, and female leadership. bracing body story, losing connection with self and the impacts, neutrality.

Target 3.

- Journalist:
- Outlet:
- Contact details
- Journalist area of interest/recent articles
- Angle(s) I'm going to pitch to this journalist

Target 4.

- Journalist
- Outlet:
- Contact details
- Journalist area of interest/recent articles
- Angle(s) I'm going to pitch to this journalist

Target 5.

- Journalist
- Outlet
- Contact details
- Journalist area of interest/recent articles
- Angle(s) I'm going to pitch to this journalist

8. What are your key topics and angles?

From your Google Alerts and scanning of the news, what topics have you found that are interesting and relevant to your key audiences and the outlets that you want to appear in?

You don't have to only speak about your product, think about topics that might affect your ideal customer. What broader conversations could you have? These might relate to key dates or events (Mother's Day, Christmas or perhaps Breast Cancer Awareness Month), trends, current conversations in the political sphere or people of influence that you may be able to leverage..

These headlines may begin with 'why xx' or 'how xx'.

Hot right now

Burnout & nervous system

Burnout is being redefined — it's not just exhaustion anymore

Media is moving from "burnout = work too hard" to "burnout = nervous system shutdown." The conversation is evolving but still stuck in the mind.

Your angle: Burnout shows up in the body before the person knows it. Collapsed breath, braced shoulders, held hips. You can read it before they've said a word.

Hot right now

Perimenopause & women's health

Perimenopause is everywhere — and practitioners are underprepared

Every women's mag, podcast, and GP conversation is about peri. But the conversation is almost entirely hormonal and symptomatic.

Your angle: The body changes in peri tell a story well before bloods do. Breath pattern, pelvic tension, ground connection — the body signals the shift first.

🔥 Hot right now
Anxiety epidemic

"We're in a global anxiety crisis" — and talk therapy has a waitlist

The anxiety conversation is everywhere post-COVID. Most solutions offered are still cognitive — breathwork, journaling, apps.

Your angle: Anxiety lives in a body pattern, not a thought. You can see it — the braced stance, the breathless ribcage, the feet that don't ground. Shift the pattern, shift the state.

↑ Rising fast
Chronic pain

Chronic pain patients are being failed — and they know it

Rising media coverage of the gap between chronic pain sufferers and medical answers. People are turning to alternatives but don't know what actually works.

Your angle: Pain is not the problem. The body is flagging something. When you chase the pain, you miss what it's protecting. This is your most owned territory.

↑ Rising fast
Practitioner training gaps

Allied health practitioners are burning out — and doubting their results

More practitioners publicly talking about feeling stuck, clients plateauing, not knowing what to do next in a session.

Your angle: They were trained what to do — but not when, or what they're actually looking at. The body tells you both. You can teach that.

↑ Rising fast
Somatic healing going mainstream

"Somatic" is having a moment — and most people using the word don't know what it means

Somatic is trending on TikTok, in podcasts, in mainstream health media. But it's being watered down — mostly used to mean "body scan" or "slow yoga."

Your angle: Somatic isn't a vibe. It's reading the movement pattern that the person can't see in themselves. You read it for them — in real time. That's the difference.

🔄 Always relevant
Trauma & body memory

"The body keeps the score" is now in mainstream vocabulary

Van der Kolk's work has made body-held trauma a mainstream idea. But the conversation still lacks a "how do you actually read it" layer.

Your angle: Knowing the body holds trauma is step one. Knowing how to read it — in the feet, the hands, the stance — is what you teach. That's the missing piece.

🔄 Always relevant

AI in health

AI can't read what the body is saying — and practitioners are nervous about being replaced

Huge conversation in every allied health space about AI replacing practitioners. Fear is real. But the "what can't AI do" thread is wide open.

Your angle: AI reads data. You read a person. The micro-shift in how someone holds their breath before they speak — that's irreplaceable. That skill is the future of practice.

FOR EXAMPLE

Leverage a trend e.g. 6 necklaces that won't break the bank, the tree change lifestyle, Airbnb, Canva, Venture Capital, Funding.

Demonstrate mass 'Research finds younger Aussies are better at saving than baby boomers' '56% of Aus business leadership don't have adequate diversity policies in place'.

Celebrity affiliation: Here's how to rip off Gigi Hadid's holiday look

Offer the counter-argument: Ethical brands take a stand against buy now, pay later schemes like Afterpay.

Link to key events and dates like Summer/Spring, Christmas and Mother's Day gift guides, Budget, Tax time, Health Awareness Days/months

Explainers addressing pain points and why stories: how they did it, how to xyz, why xyz '3 essential insights to navigate auction day' 'How early is too early to bring up sex?'

9. Fact sheets

Pull together a background document to build your confidence when interviewed, but also as a background for your pitches, headlines, and key messages.

- Key dates of importance. Grand Final, Mother's Day, Health Awareness Days.
- People who are leading conversations in this niche

- 10 interesting trends, facts or statistics that provide context for your product or service. Think of social, political, economic, industry or environmental contexts.
- Links to research/articles supporting and disagreeing with your view
- A summary of your opinion on the research (3 sentences)
- It's always good to brainstorm some points to argue the counterargument so that you're not put on the spot.
- Include some of your best headlines or angles for this niche

10. **What are your key messages?**

What key points do you want people to *absolutely* know about what you do?

1.

2.

3.

When are we ready?

- Your angles are defined
- Your media bio is complete
- Your key messages are crystal clear
- Your fact sheets are full to the brim with info
- Your images (product and headshots) are loaded on your Dropbox/Google drive
- ...Then we pitch!