



## JANETTE BURKE

**MEDIA PERSONALITY,  
MENTOR & TRAINER**

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"You are energetic and so real. In just 2 days I learned so much about marketing, publicizing and promoting my business from you than I have at other courses/workshops, CDs or books. You opened up a different perspective in such a positive way."

- Elana Espinozo  
Co-Founder,  
The Little Laser Clinic

14% of people believe what they read on social media.

83% of people believe what they see or read about in the media.

**Why aren't you in the media or making media & speaking part of your marketing plan?**

Media & speaking placements have never been more important for both start-ups and established businesses. But every time you go on camera for a media, pod or webcast interview, on stage to speak or when you make videos/LIVES from your computer or phone or on Zoom, you risk your reputation.

Whether you dream of dazzling audiences with your marketing message, being featured in print, radio, TV, pod & webcasts, obtaining more virtual & in-person speaking gigs, making your own quality videos & LIVES on Zoom or social media, launching a YouTube channel or podcast and growing your following, to get results, you must be confident, in-control, and well-prepared.

You need captivating content; clear and concise messaging and you need to shine. After all, don't you want your brand to be the absolute best it can be?

During this talk I will showcase the 3 things you need to know about getting media and speaking placements.

- The 6 Things You Need to Know Before You Shoot Your First Video
- 5 Ways to Look and Sound Your Best on Camera
- Everything You Ever Wanted to Know About the Media But Were too Afraid to Ask
- What the Media Wants to See in Your Pitch Letter
- What the Media Wants to See in Your Media Kit
- Handling Interviews Like A Pro
- What Event Organizers Want to See in Your Speaker's Sheet
- 10 Essential Elements of A Compelling Speech That Engages & Converts Your Audience
- Branding/The Key to Unleashing Your Greatness & Developing a Successful Business
- A Beginners Guide to Social Media
- How to Dress Like a Celebrity Without Breaking The Bank - Secrets from the Retailer's Daughter
- 10 Things Women do to Sabotage Their Success
- How to Sell to Women
- 67 Plus Ways to Promote Yourself & Make Money Today!
- What You Should Know Before You Abandon Traditional for 21st Century Marketing
- A slew of tailored media, video, speaking, presentation & performance talks based on Janette's Media Mentoring & Training articles, videos, and blog posts