

TIMELINE FOR CAMPAIGN:

The on sale date for **#QUALIFIED** is August 18, 2020.

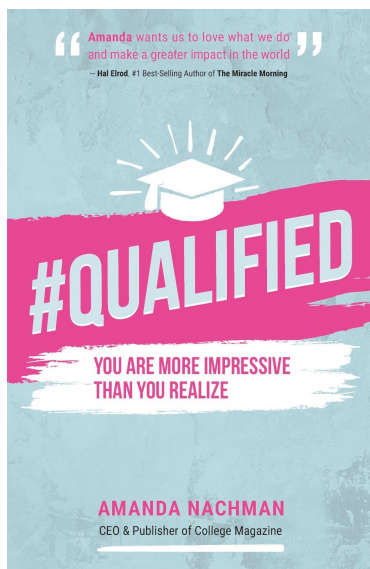
Media will run leading up to publication with most media hitting week before, week of, and in the weeks after the on sale date of **August 18, 2020**.

All media will include links to buy or pre-order **#QUALIFIED**.

PENDING AND CONFIRMED MEDIA:

- **NBC/TODAY.com**, feature, Run Date TK
 - Amanda will be interviewed by a Today Show journalist on advice for college students coming out of the pandemic/financial crisis
- **FORBES.com**, feature, Run Date TK
 - Amanda will be interviewed by a Forbes journalist with tips for recent grads on how to job seek from home
- **AUTHORITY MAGAZINE**, essay for Female Disruptors Series, Run Date TK
- **ENTREPRENISTA Podcast**, interview under consideration timed with publication
- **SAN DIEGO UNION TRIBUNE**, under consideration for coverage
- **ADVANCING WOMEN IN PRODUCT Blog**, under consideration for coverage

TARGETED MEDIA OUTREACH:



Print short lead magazines & newspapers: for round up coverage; reviews; interviews; profiles; essays targeting career/motivation&empowerment/women in business /feminist/ self-help/culture editors and verticals including Forbes, The Atlantic, New York Magazine, New York Times, Wall Street Journal, Washington Post, USA Today, New York Post, etc, and your local/regional San Diego & Los Angeles newspapers plus college/university magazines and publications nationally for a feature story/profile/Q&A/review

+ **digital properties of print:** Oprah.com, MarieClaire.com, Forbes.com, Atlantic.com; NYT.com; WSJ.com; etc.

#QUALIFIED CAMPAIGN PLAN BRIEF

PUBLICATION DATE: August 18, 2020



Major online media outlets: BuzzFeed, Fast Company, Entrepreneur, theSkimm, The Muse, GirlBoss, Jezebel, HelloGiggles, Bustle, Refinery29, The Cut "How I Get It Done," Culturess, Ravishly, PopSugar, Girls Night In Newsletter, EliteDaily, MindBodyGreen, Well+Good, Huffington Post, ThriveGlobal, etc

Broadcast Radio & Television: Amanda will be pitched as an expert to appear on local and national radio programs to talk about career advice & how to empower and motivate today's youth & women in business targeting national and regional NPR; SIRIUS XM; drive-time radio, etc; local San Diego television morning and daytime talk shows to discuss the book; national broadcast TV appearances (Ellen; The Today Show; Good Morning America; etc), for a segment about motivating younger generations and especially women to find the job of their dreams and to discuss how to land a job post-pandemic

Podcasts: Top career/women empowerment/women in business/self help/motivational/entrepreneurial podcasts pitching Amanda as an expert for on-air interviews

Blogs: Target influential career/women's empowerment/self help/motivational/entrepreneurial blogs to pitch for coverage/Q&As to help create an online word-of-mouth campaign for the book

PITCHABLE CONTENT FOR MEDIA:

- **Lists** – fascinating and lesser-known facts from the book will be pitched for lists or narrative essays to major online outlets (i.e. not straight excerpts), for example:
 - 5 Things You Can Stop Doing Today (Without Guilt!) to Make Time for Your Passions
 - 3 Ways to Make Creative Connections to Help You Land the Career of Your Dreams
 - What to Ask (and What Not to Ask) In the Informational Interview
 - 5 Ways to Job Hunt from Your Couch
- **Excerpts** – short, attention-grabbing excerpts of the book to be pitched to mainstream online outlets using approximately 10-15% of the content in the book
- **Personal essays** – offering Amanda as an expert to write on relevant/trending topics with her byline and content helping promote the book