

ALWAYS HERE TO HELP YOU ON YOUR MEDIA JOURNEY

Congratulations, you have completed the course! But now the work really begins.

You should now be far better equipped to achieve free publicity in the media than you were before you started this course.

Unless you are a journalist, or have inside knowledge of how a newspaper or magazine works - as you do now - it can be difficult achieving your goals when it comes to marketing through the media.

Knowledge is power, of course. Refer to the checklist provided, every time you write a media release, and you'll ensure that you've taken all the necessary steps to give you a wonderful chance of achieving extremely valuable promotion, free of charge.

One day, no doubt, you will be completely at ease with the whole process and may not even have to refer to the checklist.

But there are likely to be changes in the world of media, over and over again. That's the way it has been going.

So it is worth reminding you of some very special extras that I'm sure you know come with this course:

>> You will get FREE updates of this course emailed to you FOREVER - or at least until you tell me you no longer require them.

>> If you email me details of your first successful media release (remembering the 6 Ws when giving me those details!), you will be sent by return a Certificate of Achievement.

>> Furthermore, I am always happy to hear of your success stories further down the line.

>> I am happy to hear of any challenges you have encountered, and how you have overcome them, and about further changes in the media industry that you have faced - these will help me to provide future updates.

>> And if you have a query on any aspects of this course, or encounter any difficulties in the future, or just want my opinion on something, I will do my very best to reply promptly and help you.



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