

# LITE

## Package

***Our Lite package is for those on a budget, who can confidently deliver written content, without too much assistance or guidance from our team. If you have the content, we have the contacts.***



**MEDIA  
STABLE**





Today, more than ever, media is under constant pressure to deliver compelling and relatable content to a 24-hour news cycle. Become a credible voice in today's most important media conversations.



**JOHN SOLVANDER**

Director of Media Engagement, Media Stable

## Why build your profile?

Whether you're looking to further your career opportunities, establish a foothold in your niche or expand your business, building your individual profile through media appearances can increase your search engine visibility, industry credibility and all-round brand value.

### How we build your individual profile

While traditional PR agencies work with brands and companies to build profiles, we have always put the individual expert, their knowledge and stories at the centre of any media and communications.

We believe every industry expert has stories to tell and messages that deserve to be heard.

Whenever we pitch you and your stories to media, your Media Stable profile accompanies the pitch, putting your credentials and expertise front and centre.

In the end, increased media visibility cements an expert's position as an authority on a topic amongst media, potential clients and professional peers.

### What we do to build your profile

- We work with members to clarify their vision and personal goals for their brand and profile.
- We uncover your point of difference from other market competitors.
- Through monthly meetings, we workshop story and content ideas that positively position experts.
- Managers work with members to continuously create content that results in media traction across radio, tv, print and digital.
- Members are guided on how to best leverage their media appearances to further amplify their presence and recognition.

### Lite membership inclusions:

- 12-month Media Stable membership, with assistance writing your Media Stable profile.
- Pitching stories and story ideas to media via the Media Board (sent to more than 600 subscribed media five times a week).
- Six bi-monthly, half-hour sessions of mentoring with your Media Engagement Manager which includes brainstorming story ideas, editing, headline writing and assistance, advice and tips.
- Pre-interview advice and tips.
- Real-time newsworthy prompting – Alerting you to news of the day/week that relates to your industry and expertise, and assistance to develop content ideas based on the news.

**Investment**  
**\$9,900 per annum**



*"Media Stable have been invaluable in driving my media engagement. They've opened the door to so many relationships that I've been able to build on and establish myself as the go-to expert in nutrition, including my monthly segment on Channel Seven's The Morning Show."*

**Jemma O'Hanlon, Dietitian & Nutritionist**

