

CHANGE YOUR ATTITUDE...CHANGE YOUR LIFE

# 24/7 WARRIOR

GLENNON DOYLE MELTON

## CARRY ON WARRIOR

**Will You Have  
Hallmark Holidays  
or Something Else?**

*Why mental preparation is crucial.*

**What You Must  
Know to Beat SAD**

*Combat winter blues with these tips.*

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# CELEBRATING NEW BEGINNINGS

Happy Holidays!

This time of year, from Thanksgiving through the New Year celebration, is a season that provides for us the opportunity to stop our busy lives for a moment and give thanks for our many gifts and blessings; it's a time of birth and renewal. No matter what your religion or belief structure, it's a time when we can come together and celebrate new beginnings.

Often, however, we get so caught up in the festivities that we forget the true meaning of the season; we are so involved in getting everything done, that we miss the message. We may be more cognizant of this fact during the holiday season, but in reality many of us miss the message every day, all year long. We spend so much time worrying about ourselves, fulfilling expectations, and striving to get ahead, that we forget that we are here to love others unselfishly and to help those less fortunate.

We plow through life with blinders on and are oblivious to what is going on around us.

I would like you to pause for a moment during this holiday season, as another year comes to an end, and examine your life. Take a look at where you are heading and see if you are pleased with the direction.

Ask yourself a few questions:

- When was the last time you held the hand of a friend in need?
- When was the last time you drove an elderly person to the supermarket or to a doctor appointment?
- When was the last time you offered assistance with no expectation of something in return?
- When was the last time you put the needs of another ahead of your own?
- When was the last time you decided that compassion was more important than being right and offered someone forgiveness?
- When was the last time you asked to be forgiven?
- When was the last time you said, "I love you"?

Use this special time of year to look within and allow your inner beauty to come out. Offer your gifts to others. Reflect on what is important and let the true meaning of life into your heart. Stop going through life mindless and self-centered. Slow down, take time to live, and share your blessings.

May peace and love fill your heart and bring you joy this holiday season and throughout the year!

BY EDITOR IN CHIEF, JOAN HERRMANN



Nubia DuVall Wilson

## THE PERFECT PITCH

GET THE PRESS COVERAGE  
YOU DESERVE IN TODAY'S  
COMPETITIVE MEDIA  
LANDSCAPE

Ever wonder how to get the attention of a major news editor to cover your company? Working with the media to secure coverage is not always an easy feat. It takes time, patience, strategy and the desire to cultivate a relationship with the writer or editor. There are numerous things to take into account when pitching the press such as news value, hard news versus soft news, brand recognition, a new launch, timing, current trends, and the type of outlet best suited for the news. News value is key: you must differentiate how your company is different from the rest and then take that tidbit and turn it into a news item.

Here are three tips for best practices when crafting that perfect pitch to media and approaching them with your story idea:

Think about your audience and connect that target with the appropriate news outlet. Not every outlet will be appropriate once you are able to fine tune your perfect customer and what they most likely read. A five-star hotel launching a new suite collection would be of interest to an editor at *Travel + Leisure* or *Robb Report*, but not at *Budget Travel*. If you are a pediatrician in a small town, it might be difficult to get national attention for your practice without a strong news angle, but local or regional press could be a possibility.

Give editors a “why now” reason to cover your news. Create timely news hooks that will fit into news stories media are most likely already crafting in their editorial teams or based on their editorial calendars. National holidays, the seasons, major events like the Olympics or election year are just a few examples. If you sell consumer goods that are perfect gifts, leverage the holiday season to pitch lifestyle writers who will be producing gift guides. Don't forget about timing. To get into a magazine, you'll need to pitch weeks in advance so that your story hits at the right time.

What makes your company different from the rest? You need to be able to explain to media why they should write about your company versus others. For example, New York City has hundreds of Italian restaurants. What will make the *New York Times* food editor write a feature on one restaurant over another — especially if it has been open for years? Let's create some news. The restaurant could launch a new menu program, such as a special sensory tasting menu prepared by a guest James Beard Chef for a limited time. Now there is a reason to invite media to try something new at the restaurant and a call to action for diners to return for another experience.

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