

Solid Strategy to Help You Stand Out

CHEAT SHEET

Strategy points to remember:

- **Public Perception** – how the public feels about something
 - ◇ Shaped by popular opinion, media coverage and/or reputation
 - ◇ Why important? These are all areas you have some control over
 - ◇ Perception Evaluation: Do other think of you positively, consistently working, successful, someone they want to learn more about?

- **Long-Term Goals** – establish a positive perception with fans and industry
 - ◇ Start early; don't wait until the shoot is over
 - ◇ Collect materials for sharing:
 - BTS photos, 'official' images, write notes, on-set journal, capture quotes
 - ◇ Sharing venues:
 - Social media, personal blog/website, postcards, one-sheets, EPK, IMDb, Actors Access, newsletter or e-blast, with Press
 - ◇ Check your Contract/NDA's first for restrictions

- **Time for Sharing** – understand when to start:
 - ◇ Check Non-Disclosure Agreements
 - ◇ Production announcements
 - ◇ Casting announcements
 - ◇ Post to online resume sources
 - ◇ Careful...don't wear-out fans

- **Trickle Effect** – used to help capture + keep public interest
 - ◇ Slowly leak information like a trickle of water
 - ◇ Showcase positively as successful and working in industry
 - ◇ Shares non-descript details without violating a Contract/NDA's
 - ◇ Leaves room for more
 - ◇ Advantages:
 - Builds intrigue, no over-kill, doesn't upset production, nurtures no 'old' news – keep it fresh for press + public

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- **Go Digging** – determine press target by searching online, look for:
 - ◇ Your project
 - ◇ Similar projects (genre, subject, distributor, etc)
 - ◇ Recognizable people involved
 - ◇ Topical related news
 - ◇ Local stories, key tie-in's

- **Don't Lie** – it's the Biggest Rule you should never break
 - ◇ Easy to uncover facts from fiction
 - ◇ Don't fabricate anything
 - ◇ Learn to share in ways that make you shine, including:
 - Post articles about the project (even ones you're not mentioned)
 - Give social 'shout-outs'
 - Pull relevant quotes + reviews
 - Create specific one-sheets or mini-EPK
 - Join in fan-site conversations

- **Feel Good** – it's always important to have a positive feeling about what you're sharing