

CHERYL TAN

Speaker, Host, Media Strategist for Entrepreneurs

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Journalist and host of the STANDOUT with Cheryl Tan podcast. Host of "Hampton Roads Business Weekly" on WVEC ABC 13. Media strategist for entrepreneurs. Advancing your message. Homework checker. Chauffeur. Mother to three boys.

The Tan Plan – How can I get my story in the news?

Speaking; Media mentor, storyteller, speaker, connector.

I show entrepreneurs how to get the media attention they want.

I believe in empowering business owners by giving them the insider information they need to get attention from the media and ultimately, from customers.

I focus on the entrepreneur's story—what makes them unique, their purpose, their why—and I help them figure out how that aligns with what journalists need to get a great story on the air.

Conference organizers have me speak about these topics, among others:

- Stories that Sell
- How to be seen as an expert in your field (how to create your first media pitch)
- How to build relationships with reporters
- Turning media buzz into business
- Managing a PR crisis

Looking for someone to keynote or to emcee your event? Feel free to contact me [here](#) to check availability.



Get the latest media and marketing tips for your business in The Tan Plan. You can catch it on HR Business Weekly, which airs Sunday mornings at 9 on WVEC. In this segment, we're talking about media coverage. How can I get my story in the news?

It's a question I get asked all the time. In this episode of The Tan Plan, here's what I say to anyone who asks me that:

- 1) What's your story and why would a reporter be interested in telling it? A reporter covering consumer issues is looking for a different type of story than the one focusing on sports. So, figure out first, which type of reporter wants what you have to share.
- 2) Why is your story relevant right now? Pitching a story about the most innovative Halloween costumes only works at one time of year. and finally,
- 3) What qualifications do you have to be the expert in the story?

Address these questions and you'll have a greater chance of success. Want more tips? You can email me at Cheryl@CherylTanMedia.com.