



## **THE ROAD TO SUCCESS FOR EXPERTS IN THEIR FIELD**

**In order to get there, start here.**

Becoming an expert in your field is a monumental achievement. You got there by years of experience, education, and actively helping or inspiring others. Now, you're ready to leverage that knowledge, skill, and passion in a new and innovative way. Get There Media helps experts and emerging experts transform the power of their experience and know how. We adeptly grasp your vision, articulate the level of your expertise, and step in to chart goals and handle tasks that will help mobilize your strategies.

As an expert in your chosen field, here are key questions you may want to ask yourself:

1. Are you ready to step into the spotlight?
2. Do your communications tools accurately reflect the level of your expertise?
3. Is your image outdated? Have you outgrown your website and the collateral communications tools that tell the world who you are and what you do?
4. Do you need to enhance your platform by writing a book, speaking, or leading a seminar?
5. Do you need help initiating or closing opportunities for strategic alliances?
6. Are you baffled by social media techniques and other cost-effective ways that could engage your target market?
7. Are you struggling to capture the attention of media, new clients, or key colleagues in your field?
8. Do you need a planned sales process or a focused marketing campaign?
9. Do you need an interim project director to help leverage and manage you and your work in the marketplace so that you can focus more on doing what you love to do?

Get There Media can help you build strategies that will positively impact the entire direction of your career. We understand that your career track is unique. No matter

which mile marker you're at on your journey, we will bring fresh ideas and strategies that will set you on the best course possible towards success and personal satisfaction.

Some of the ways we help include:

- Brand Development
- Business Development
- Creative Services
- Web & Social Media Integration
- Media Outreach & Management
- Strategic Alliances
- Speaking/Seminar Opportunities
- Consulting & Coaching

## **FAQs:**

### **How can you help me?**

We help you consider your priorities and make preliminary choices that are tailored to enhance your fiscal goals. After we chat with you to understand and clarify your short and long terms goals, we review and evaluate the current strategies and promotional tools you're using. We then work with you to determine your most lucrative audiences/consumers and the messages and methods to best reach them. Lastly, we create a promotion plan, develop relevant and high-quality communications tools, and then work with you to leverage these tools to meet your objectives.

### **What experience does GTM bring?**

The founding partners of Get There Media have extensive experience in marketing, promotion, publicity, public relations, radio/TV production, publishing, advertising, copy/business writing, and account management.

### **What kinds of experts does GTM specialize in assisting?**

We specialize in working with experts in their field, especially from the following areas:

- Relationships
- Parenting/Child Development
- Psychology/Self-Help
- Business and Careers
- Health, Fitness, and Wellness
- Lawyers, Doctors, and Advocates
- Solopreneurs
- Coaches and Consultants
- Style, Beauty, and Fashion

### **Can you get me on the radio or TV?**

Media outreach is integrated into a client's overall promotion plan. Strategically, we know that your digital identity is paramount for media coverage. We make sure that the proper foundational materials and communications tools are in place to showcase you

at your best. Get There Media works with clients to ensure that their websites, press kits, talking points, and other traditional and new media tools are of the highest caliber before undertaking an effective outreach program to solicit targeted media leads and, ultimately, the best audience/consumers possible.

### **How long will the professional mobility process take?**

Get There Media generally works with clients over a 3 to 4 month period, as that is the average time needed towards building (or rebuilding) a strong and strategic marketing/promotion platform. As momentum grows, many clients opt to continue working with us for longer periods of time.

### **Do you offer a la carte services?**

We believe in and advocate for the development of strategic plans that identify your target market niches and clearly define short-term and long-term goals. In cases where a client already has a solid in-house team and a clear-cut plan in motion, we will explore ways to provide a la carte services to expedite and enhance your efforts. Typically a la carte services are an option when we are hired to sharp shoot specific assignments that are beyond the expertise of your own team. Many of these services are noted above. If you have a particular need that Get There Media can help meet, contact us so we can explore your options together.

### **What are the fees for your services?**

Our plans/services are customized to match the needs of our clients. Once we discuss and determine your objectives, we will provide an estimate. Most Get There Media clients work on a monthly retainer basis. *Please note that Get There Media is a fee-based firm and we do not work on commission.*

### **How do I get things rolling to start working with Get There Media?**

It is not unusual for clients to approach Get There Media when they are feeling overwhelmed, confused, or in a time crunch. We are sensitive to your needs and we expedite matters promptly and thoroughly. Before Get There Media accepts a new client, we have an initial meeting through a conference call. At that preliminary meeting we discuss your status, your time and budget allocations, your needs and concerns, and your aspirations. If the match is appropriate, we provide a written proposal that details the particular services we recommend, along with our fees and implementation schedule. Once that information is reviewed and mutually agreed upon, we provide you with a straightforward contract, accept your initial payment, and begin working.

### **How do I reach Get There Media?**

You may call us at 917-677-9600 or email us at [info@gettheredia.com](mailto:info@gettheredia.com).