

Key Center of Influence List

List 10 local celebs that your target market follows

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

List Any Shows, Charities, High Level Groups or Organizations Where Your Product or Service Could Be A Fit. Examples: Give Aways or Drawings Where You Could Offer Your Service As A Prize, Local News Correspondents or TV Show Celebs and High Level Influential People in your city.

- 1.
- 2.
- 3.
- 4.
- 5.

Notes: Use the internet to research their contact information. I suggest calling their office over sending email. Ask if the person you wish to receive your gift has either a manager or personal assistant and ask to speak with them. Inquire about the proper protocol for sending gifts to their client.

If you receive a yes, immediately send the gift by FedEx and request a signature to make sure they received it.

Bonus Tip: Don't forget to offer a gift to the person assisting you in getting your message or offering through to the celebrity you want to connect with.

Follow up in a day or two after you receive confirmation that your package was delivered. If you don't hear back, follow up in a week or so but be careful not stalk your contact person.

If you don't hear back right away it could be because the intended recipient you sent your gift to is either traveling or otherwise not available.

Wait another week or so and follow up again.

All you want to do is confirm that the recipient actually received your gift and hopefully like it enough to provide you a comment.

Once you receive confirmation create your "Endorsement One Sheet" and place it in your media kit and/or publish on your website.