

The Path 2 Playbook

Media & Press (Earned Coverage)

[VCAdvisors.org](https://vcadvisors.org) Frameworks & Strategies

What This Path Solves

This path is for people who want **earned media coverage** but are being ignored by journalists, editors, or producers.

The problem is **not access**.

The problem is **how their story is framed**.

How to Recognize This Problem

A prospect likely belongs in this path if they say:

- “I’ve pitched journalists and heard nothing”
- “Editors don’t respond”
- “PR agencies didn’t deliver”
- “I don’t know what journalists actually want”

This is a **messaging and framing issue**, not a credibility or visibility issue.

How Sales Partners Should Frame This Path

Use language like:

“Journalists don’t ignore people randomly. They ignore stories that don’t fit how editorial decisions are made.”

Or:

“Most press outreach fails because the pitch is framed from the wrong perspective.”

Do not:

- Promise coverage
- Imply guaranteed placements
- Talk about “exposure”
- Sell press as a shortcut

Programs in This Path (Sequential, Not Bundled)

Step 1: Media-Ready Messaging Program

Purpose: Fix framing before outreach.

This program:

- Reworks how ideas are positioned for editorial audiences
- Aligns messaging with how journalists evaluate stories
- Eliminates guesswork before pitching begins

Sales rule:

No outreach should happen before this step.

Step 2 (Recommended): Media Placement System

Purpose: Execution structure.

This program:

- Provides a clear system for pitching and follow-up
- Removes randomness from outreach
- Helps clients earn coverage without PR agencies

Sales rule:

Only recommend after messaging is corrected.

Step 3 (Optional): Journalist Outreach Protocol

Purpose: Deeper understanding.

This program:

- Explains how journalists think and operate
- Helps clients refine judgment and timing
- Reduces reliance on trial-and-error

Sales rule:

Recommend only to clients who want depth, not shortcuts.

Who This Path Is For

- Founders
- Consultants
- Experts
- Operators seeking earned media credibility

Not for:

- Influencers chasing visibility
 - People expecting press without preparation
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How to Guide the Decision

Ask one question:

“Are you trying to get attention, or are you trying to earn editorial interest?”

If the answer is editorial interest, this is the correct path.

Recommend **one program at a time**.

Do not stack offers.

Internal Standard for Sales Partners

If someone:

- Wants press
- Has pitched unsuccessfully
- Is frustrated by silence or rejection

Media-Ready Messaging Program is the correct starting point.

Every time.