Day 3 - 3 Uncommon Ways Masterclass with Lynette Hoy Chat Content

00:29:25 Judith McLean, Edutainer Vancouver: shout out to KATRINA for connecting me to all this talent.

00:30:15 Angela Hall, That Helpful Chick: If you have not already done so, download your workbook here https://firetalkerpr.com/workbook

00:31:00 Angela Hall, That Helpful Chick: I'm including the video on Optimizing images on the replay page that will be sent out early next week

00:31:33 Bret Ridgway - BretRidgway.com: Thank you Katrina.

00:32:16 Stacy Fisher, https://www.StacyGFisher.com: I bought Joie's book yesterday.

00:32:28 Joie Seldon: EMOTIONS: An Owner's Manual https://bit.ly/EmotionsOwnersManual

00:33:35 Agnes Loughlin: Iwrote a Chapter in Katrina's book on Connection for those who may be lonely.

00:33:42 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: 6 of mine for sale here http://www.jumpstartbookstore.com

00:34:16 Stacy Fisher, https://www.StacyGFisher.com: I am one of the authors in the book coming out in October, "Written in Her Own Words": Wise Women Wisdom"

00:34:41 Angela Hall, That Helpful Chick: Angela Hall, That Helpful Chick

00:34:44 Jan Wallen: My book is Raise Your Fees Without Losing Clients: Why Wait? 5 Simple Steps to the Income You Want -- Available on my website: https://raiseyourfees.com and on Amazon -- https://amzn.to/3a86HxR

00:34:49 Barbara Ingrassia: I wrote a chaptering Katrina's first

Jumpstart Your:

Intellectual Property

00:34:55 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: Yes Stacy, hello! I'm publishing that book... 10 authors sharing their stories

00:35:43 athenah: athenah.music@gmail.com, athenah.com

00:35:51 Judy Baker, Book Marketing Mentor: Judy M. Baker

Book Marketing Mentor

Helping NonFiction Authors Turn Their Message into Money without Going Broke or Crazy

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Building Your Author Page

Masterclass

October 13, 2022

https://conta.cc/3xfov2y

Use Code: FIRETALKERS

Talk to Judy: https://bookbuzzaudit.com

00:35:52 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: Yes Barb and Agnes are both authors in my Jumpstart Your _____ book series ;)

00:35:53 Angela Hall, That Helpful Chick: put your name and business in the chat

00:36:42 Bret Ridgway - BretRidgway.com: Bret Ridgway

SpeakerFulfillmentServices.com

GetShipDone.com

BretRidgway.com

00:37:12 Gail Weatherill: Gail Weatherill, The Dementia Nurse

00:37:37 Joie Seldon: Thank you Stacy!

00:38:43 Stacy Fisher, https://www.StacyGFisher.com: Stacy G. Fisher
https://www.stacygfisher.com
mobile: 917-826-2343
stacy@stacygfisher.com

LinkedIn: www.linkedin.com/in/stacygenevefisher

I am a leadership coach. I help mid-career women get the promotions, raises and recognition they've earned. It's all about relationships!

00:38:45 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: Katrina Sawa

Award Winning Speaker,

Jumpstart Your Biz Coach &

10x Int'l Best Selling Author with 18 books

916-872-4000

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Go to https://www.JumpstartYourBizNow.com/freetrainings for Free tips to Jumpstart Your Biz!

Go to https://www.JumpstartPublishing.net to get ideas on your next book!

Go to https://www.iSpeakerNetwork.com to learn about upcoming speaking gigs, apply to speak or learn how to get clients from speaking!

00:38:59 Barbara Ingrassia: Barb Ingrassia

barb@managecopyright.com

https://managecopyright.com

00:40:24 KD Wagner https://bit.ly/GetLRKit: KD Wagner kd@goldstarmatrix.com Author / Speaker / Gold Star Mother. 727-412-3088

00:40:49 Debra Blaine: https://www.amazon.com/Undue-Influences-Debra-Blaine/dp/1954614551/ref=sr_1_3?crid=21Q1HF3XTC9L7&keywords=debra+blaine&qid=1662829913&sprefix=debra+blaine%2Caps%2C45&sr=8-3 https://www.amazon.com/Beyond-Pillars-Salt-Debra-Blaine/dp/B0BCCZ66X2/ref=sr_1_1?crid=21Q1HF3XTC9L7&keywords=debra+blaine&qid=1662833749&sprefix=debra+blaine%2Caps%2C45&sr=8-1 https://www.amazon.com/Beyond-Pillars-Salt-Debra-Blaine/dp/B0BCCZ66X2/ref=sr_1_1?crid=21Q1HF3XTC9L7&keywords=debra+blaine&qid=1662833749&sprefix=debra+blaine%2Caps%2C45&sr=8-1

00:40:59 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: Gail has a very popular book!

00:41:59 Gail Weatherill: https://amzn.to/3BvlJJ0

00:42:25 Gail Weatherill: Thanks, Katrina!

00:42:49 Debra Blaine: All three books are on my website wtih links. DebraBlaine.com

00:43:58 Ingrid Pape-Sheldon Photography: Ingrid Pape-Sheldon Photography - Business Portraits - Branding - Productphotography - Food Photography

00:44:03 Larisa Troche: Hi Everyone. Larisa Troche, Small Business Consultant/Business & Income Diversification Mentor My business name is The Larisa Group. Learn more at www.LarisaTroche.com Schedule a coffee via https://Calendly.com/TheLarisaGroup Cheers!

00:44:15 Judith McLean, Edutainer Vancouver: https:hiqtraining.ca if you want to practise with me with upcoming seminars on health and well being: 1 604 313 9955 in Canada, mcleanjudith5@gmail.com

00:44:15 Ingrid Pape-Sheldon Photography: www.pape-sheldon.com

00:45:18 Marilla Arguelles: your work is holy. My husband and I (plus probably 70 premed students from U.C. Berkeley) cared for our younger son for 40 years. due to a cancer sore (Herpes Encephalitis when he was 10,)

00:45:57 Judith McLean, Edutainer Vancouver: https://hiqtraining.ca/

00:47:18 Angela Hall, That Helpful Chick: Hi Everyone, I'm Lynette's assistant and am here to help. I'll be compiling all your questions to make sure Lynette answers as many as possible. Please put a Q in front of your questions to make it easier for me to locate :-)

During active Q&A periods, you are welcome to raise your digital hand and come off mute to ask your question as well.

00:47:35 Debbie at ThePurpleVine.com: Hi everyone! I empower caregivers thru training & consulting to reduce stress and live their best life. www.ThePurpleVine.com and my books are here: https://www.amazon.com/Debbie-DeMoss-Compton/e/B071LTSDV4/ref=dp_byline_cont_pop_book_1

00:48:37 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: been on tv a dozen or so times, in magazines in print and digital, newspaper and on a hundred or so podcasts ;-)

00:49:42 Judy Baker, Book Marketing Mentor: I did a podcast this morning and will be coming back on the show in the future.

00:50:14 Angela Hall, That Helpful Chick: If you have not already done so, download your workbook here https://firetalkerpr.com/workbook

00:50:26 Gail Weatherill: I work with families caring for a loved one living with dementia. I admin a closed support group on FB with over 55k members from over 100 countries. My book lives here, https://amzn.to/3BvlJJ0

00:50:33 Joie Seldon: Emotions At Work As a coach and emotion educator, I help ambitious, creative people get to the core of what's keeping them from moving forward and guide them to lasting change. www.joieseldon.com

00:53:44 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: GOOD POINTS LYNETTE - I have to change mine!

00:54:38 Jan Wallen: Great tip about "Press" vs. "Media" !

00:56:41 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: it could mean videos

00:56:47 Jan Wallen: Everything you're telling us says: Easy and Simple!

00:58:41 Debra Blaine: On my website, I have it labeled "media coverage" and it opens up to various podcasts, articles, and a radio show (2 years ago)

00:58:42 Angela Hall, That Helpful Chick: I'm going to be changing a lot of client websites this week lol

00:58:54 Debra Blaine: Does this not wor?

00:58:57 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: nothing

00:59:07 Judy Baker, Book Marketing Mentor: I will make sure my media kit is labeled Press Room

01:01:29 Stacy Fisher, https://www.StacyGFisher.com: Lynette, your content is so helpful. I have gotten so much out of your sessions. Unfortunately, I have to drop off of the live call now to get to a class that I paid for before I had the opportunity to register for your 3 day sessions. I will eagerly listen to the replay for today. Great group of folks on the call too!

01:09:32 Barbara Ingrassia: @Lynette: Do you put all/many of your podcast interviews, TV interviews etc. into the pressroom? Thanks

01:14:45 Angela Hall, That Helpful Chick: anti reflective

01:15:26 Debra Blaine: Q: Are nonglare glasses the same as "computer" glasses?

01:15:29 Barbara Ingrassia: I have glasses without glass in them> (I can see well-enpugh.)

01:16:40 Larisa Troche: @Debra Blaine - not the same. Computer glasses are to protect your eyes from blue light. Anti-reflective/glare are to keep the other person from seeing the glare of lights reflected in your lenses

01:16:54 Joie Seldon: To appear as if you are looking into the camer, you can use a webcam mounted on a Plexicam https://www.plexicam.com/collections

01:16:56 Angela Hall, That Helpful Chick: Debra no they are not - here's a pretty good explanation, https://qr.ae/pvOb3k

01:18:25 Joie Seldon: Your lighting is fantastic Lynette.

01:19:06 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: this stuff is a lot more critical when you're on an actual TV show rather than just a podcast

01:19:41 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: TV is pretty easy to get on if you are shown what to do though... I highly recommend you go for actual TV not just podcasts FYI

01:20:41 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: this is true!

01:27:18 Angela Hall, That Helpful Chick: wow

01:27:51 Judith McLean, Edutainer Vancouver: maybe the twins can now teach art to others on line and make even more

01:29:34 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: it's important to think about so many things like this, the media loves it

01:32:22 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: if they can do it…

01:33:41 Angela Hall, That Helpful Chick: https://getpublicitygetprofitable.com/

01:34:19 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: it's a super great deal!

01:35:15 Angela Hall, That Helpful Chick: If you prefer to work with Lynette 1:1 and want to discuss that, book a time on her calendar at https://www.chatwithlynette.com

01:35:47 Angela Hall, That Helpful Chick: If you have more questions about Bootcamp, book a call with Lynette here https://calendly.com/lynettehoy/bootcamp

01:36:32 Ling Leung: Thanks Judith I am focused on my creative process right now, not spending time / $$$ on anything-else :)

01:37:58 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: I pitch is what you want the media to see as a great idea for them to run... it's not about you and what you do, it's about how their viewers/readers will benefit from the idea segment you're suggesting ;-)

01:41:19 Debra Blaine: Lynette (and Angela), this has been awesome. Thank you so much. I have to jump off as I have a client to meet in a few minutes. thanks for the great advice!

01:42:01 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: media list is huge!! it takes hours to find everyone you need to reach out to!

01:46:43 Colter Peterson: I have absolutely loved this wealth of information, many thanks to you Lynette!!! I am still working on my first book and just beginning my journey of becoming an author so I am not ready for boot camp yet; however, I am ecstatic and feel so much comfort of knowing who to reach out to when I am ready!! You all should keep and eye and ear out for me, JANA KAY, because some day soon my book(s) will be ready. I was having technical difficulty when it was introduction time...grr. I have to sign off now but I will be sharing you, fantastic Lynette, and your information with anyone I know who needs a Firetalker PR!! :)

01:48:56 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: Angela knows a lot about all technology, she's great!

01:49:52 Angela Hall, That Helpful Chick: https://getpublicitygetprofitable.com/

01:50:08 Debbie at ThePurpleVine.com: Angela has done amazing here as well as for the awesome Katrina! You rock!

01:50:31 Angela Hall, That Helpful Chick: thanks Debbie 😀

01:53:12 Jan Wallen: @Lynette You're right -- The brainstorming and collaboration in a group is amazing, and it gets things done.

01:53:41 Bret Ridgway - BretRidgway.com: Got to jump to another event. Thanks Lynette and best wishes to all for success in all you do!

01:53:57 Debbie at ThePurpleVine.com: Thank you so much! I have to run, Grandbabies are here

01:54:31 Sandra Valks: I obviously miscalculated my time conversion. Sorry I missed that first hour and look forward to getting it through the replay. Sheesh!

01:54:37 Judy Baker, Book Marketing Mentor: Show up ready and reflect your personal style

01:55:22 Gilbertho: I am truly a novice at this, and I am learning by watching and listening to you all professionals on this seminar. I am very grateful to you Lynette for sharing your gifts.

01:55:33 Judy Baker, Book Marketing Mentor: Signature colors and style are part of your personal brand

01:55:40 Gilbertho: Thank you.

01:56:06 Angela Hall, That Helpful Chick: If you have more questions about Bootcamp, book a call with Lynette here https://calendly.com/lynettehoy/bootcamp

01:56:14 KD Wagner https://bit.ly/GetLRKit: what's the guarantee? Are we actually going to get the stuff we need to get publicity? I've been lead down the road too many times.

01:56:25 Larisa Troche: Hi All. Full day so I have to run. Lynette, great intel - thanks so much!

01:56:51 Judy Baker, Book Marketing Mentor: Lynette overdelivers. I am working on my new Press Room

01:57:24 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: guarantee on recording!

01:57:37 Katrina Sawa, JumpstartYourBizNow.com & JumpstartPublishing.net: some people take your money and give less, Lynettes gives a ton

01:58:14 Jan Wallen: Lynette OVER-delivers for sure.

01:59:31 athenah: I'm looking forward to signing up for Lynettes courses.

01:59:52 Judy Baker, Book Marketing Mentor: If we want to share the replay and get more enrollees?

01:59:56 Jan Wallen: You'll love it -- and get the results you want. For sure!

02:00:07 athenah: Thank you Lynette!

02:00:16 Joie Seldon: Thank you Lynette!!!!

02:00:24 Jan Wallen: Lynette also CARES.

02:00:37 Angela Hall, That Helpful Chick: If you have more questions about Bootcamp, book a call with Lynette here https://calendly.com/lynettehoy/bootcamp

02:00:38 Angela Hall, That Helpful Chick: lynette@firetalkerpr.com

02:01:00 Paul Mubiru (+256750754465): Thank you Lynette!