

# BONUS DOWNLOADS

## How To Get The TV Networks Fighting Over The Exclusive

The first and most important step to getting the TV networks fighting over the first exclusive interview is to offer a compelling story. Print out this download now, read through the press release example just below and work through the video tutorial with Ben along your side.

He is about to reveal to you the key elements of a winning press release that really gets the TV producers excited.

### FLY 9 TO 5

#### Get 6-7 Figures And Do What You Love

By Ben Angel

**Aussie Author Faces Hurricane Sandy Demons**  
(Ben will be in NYC & L.A from March 27<sup>th</sup> – June 22<sup>nd</sup> 2014)

Escape the rate race, ditch nine-five and do something that inspires and enriches you. Whether you've had it with doing meaningless work and making money for your boss or you just want more flexibility, you can make 6-7 figures by becoming an 'Agent of Influence,' part of a growing international trend. Ben Angel shows you how in his new book, *Flee 9-5, Get 6-7 Figures & Do What You Love*.

*Flee 9-5*, was born out of trip Ben took to New York in 2012 that saw him come face-to-face with Hurricane Sandy. He says, "I was stuck in a natural disaster on the half of Manhattan that was plunged into darkness. It almost wiped out my business back home in Australia. The business was too reliant on me. I had to reinvent it within a matter of days before the hurricane hit and I went off the grid."

Ben defines Agents of Influence as everyday individuals and entrepreneurs who are sick of making peanuts by sharing their knowledge and expertise with their employers who make millions from it. They are stepping up and turning the most valuable asset known to the world today, knowledge and expertise into profits themselves. They've mastered the new 'automated economy' and are leveraging their time, the internet and social media to make money on auto-pilot, so they can live and work from anywhere in the world.

Ben says, famous Agents of Influence include the likes of Anthony Robbins, Tim Ferris and Bethenny Frankel.

Ben is Australia's top personal branding and influence specialist with an international following of 35,000, however just one year ago he was working 12 hour days and helping others make millions. "I was part of the 'living dead' working long hours, feeling numb and not being rewarded for it." He says, getting stuck overseas forced him to rethink his life so he had more freedom and income.

The total transformation took less than six months and included selling digital products worth more than \$100,000, paying off \$50,000 in debt his business had accrued due to poor management, taking back full control and landing a cameo role on upcoming series of *The Real Housewives of Melbourne*.





*Flee 9-5* reveals how everyday individuals can follow simple step-by-step strategies to extract their knowledge and expertise and create a life they can live on their own terms using what they already know.

This game-changing book will put bosses on notice, redesign lives around their passions and show people how to profit from their knowledge in simple and easy steps.

**About the Author:**

Ben Angel is an author, business and lifestyle columnist and marketing specialist on personal branding. Also known as the Agent of Influence, he is Australia's number-one personal branding and influence expert, specialising in helping authors, entrepreneurs and companies become more appealing to the media and their target markets.

**ISBN:** 9780730307006

**Print Price:** AUD\$24.95, NZD\$28.99

*Flee 9-5* is available as an e-book from all good online retailers and all good bookstores.

**Ben Angel is available for interviews and will be based in New York then L.A. from March 27<sup>th</sup> – June 22<sup>nd</sup> 2014.**

**For more information, or to arrange a review copy of the book,  
or organise an interview with Ben  
please contact:**

[info@benangel.com.au](mailto:info@benangel.com.au)

Now it's your turn...

## Think about your stories.

Think about stories within your business, I spoke about Hurricane Sandy. Now of course, something of that magnitude isn't necessary. Sometimes the simple stories can be the most moving or create the most impact. Think about the stories that are associated with your business.

Start listing your story ideas here. I have broken the sheet into segments to help jolt your thought processes.

### #1 Why did you start your business?

A need:

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A person:

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An event:

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**#2 What happened in your first year of business?**

Good things

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Not so good things

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Customer comments

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New ideas/changes/inventions

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## Media Release

**For immediate release** (or chosen date)

**HEADLINE:** Relevant and of universal appeal

**Subtitle:** The essence of the media release, again for universal appeal.

**Opening Paragraph:** Who is your common enemy? This introductory paragraph should also answer the questions of who, what, when, where, and why?

### Body:

What is your backstory?

What is your marketing hook?

What famous people are relevant to your story?

Credibility: Why should people listen to you?

Client stories: transformational stories, quotes, evidence of your results.

### Closing paragraphs

Who is your book/product/service designed for?

Reinforce the hook or add a new one – polarize the audience.

### About the author / product creator / service provider etc.:

Add a brief bio and do more credibility building (apply the techniques you learnt from Module One. There is also a handy template to help create yours quickly contained within the module.



**Where to find out more:** Your contact details, where to find product information or samples.

Work through the video tutorial and document now.

You'll be astounded at how many great stories there are that you can pitch to the media. Sometimes it just takes a little bit of digging to find something that is newsworthy and get's them fighting over the exclusive interview.

Next week, we not only develop a plan for reaching the media using social networks, we also develop a social media strategy to help you attract clients.

Until then, have a great week.

**Ben Angel**  
**The Agent of Influence**  
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