



How To Get Your Products Into Celebrities’ Hands with Sarah Shaw

If you're running a business, you might have considered getting a celebrity to promote your product — and then ditched the idea altogether. Celebrities seem to live in a different world than us, and you might think, "There's just no way."

But celebrities are human, too, and you would be surprised how easy it would be to get them to try out and promote your product. With a carefully crafted pitch, you can snag an A-list celebrity to promote your brand, increasing your exposure. It all simply lies in how well you know your brand, how you can present it to your prospects, and how you want your brand to be known.

Completing this workbook will help you construct the pitch that will get you noticed. It will also help you get your product out there by finding the right stores to connect with, the right people to call, and the right steps to take.

QUOTE TO REMEMBER

“... the business has changed a little bit. It’s just a little more [...] softer and a little more fluid. And I think agencies and people are more open to new ideas these days than they were in the past.”

Activity: Defining Yourself and Your Brand

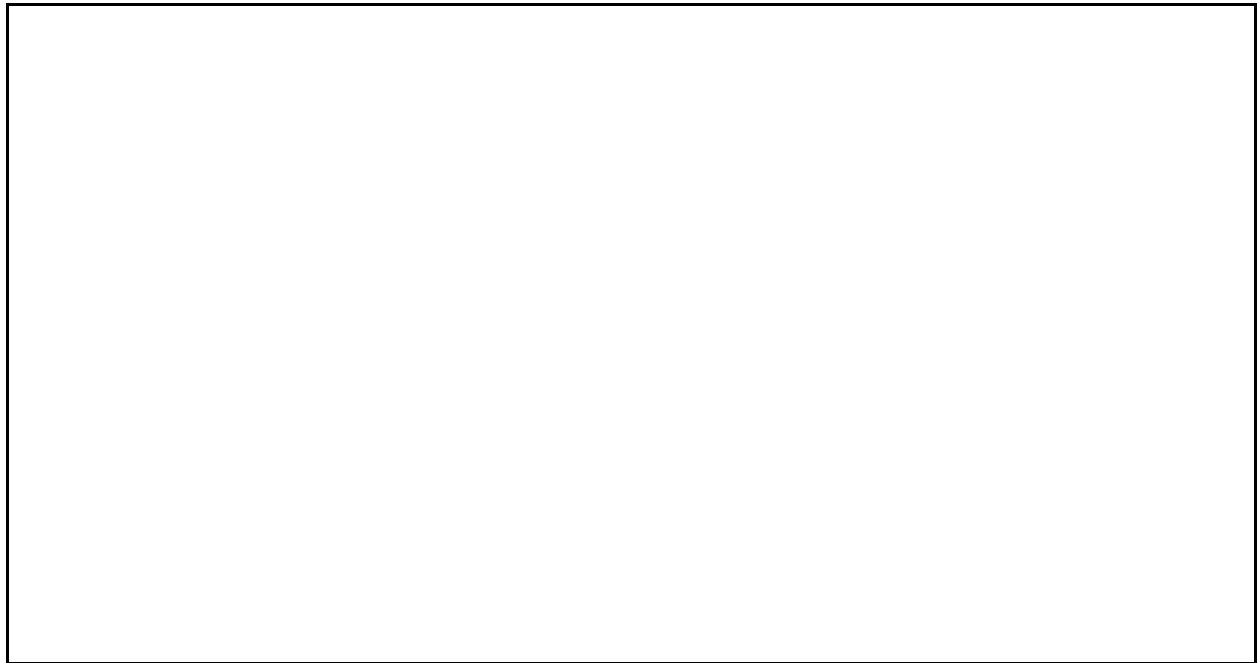
What products do you sell? What is your branding?



Which celebrities do you think would fit your products and brand? Name at least five and write down why you think they would be a perfect fit for your brand.

Celebrity	Why Do They Fit My Brand?

Sarah detailed what your pitch should include to get past the celebrity gatekeepers and connect with them. Choose one celebrity from the list you just made above and write down your pitch for that celebrity.



When finalizing your pitch, here are some things you need to keep in mind:

- Don't overexplain.
- Focus on the celebrity.
- Include the benefits for them.
- Establish why they should promote your brand or product.
- Keep it short and friendly.

Once you've snagged that celebrity promotion, putting words in a celebrity's mouth is a no-no. But, sharing and repurposing photos or videos of them using your product is within your rights. What other things can you do to leverage that celebrity promotion without compromising your integrity?



Making connections and expanding your network is a powerful weapon. Perhaps you know someone who works closely with a celebrity or someone working for a magazine who can help you get advertised. Do you have any connections you could leverage?

Custom packaging is a great way to create a memorable experience for a celebrity and increase your chances of hooking them into promoting your product. Name four other ways you can make a unique experience for your prospective stars.

1.

2.

3.

4.

Partnering with stores is also an effective way of getting your product out there. Find at least five stores whose products fit your brand. You can choose whether you want to find stores that are close to you or in other places. Then, fill in the table below with their contact details.

Store Name	Website	Email	Telephone Number	Address

Sarah looks at her business as a four-piece pie. To be successful in building your brand, you have to tend to each one. Write down your plans for your business according to each quadrant.

Online shoppers	Stores
Magazines and social media	Celebrities

What You Will Learn From The Activity

This activity focuses on creating the perfect pitch to hook celebrities and influencers to promote your products or services. It's more complicated than just simply sending them a message on social media to reach out. However, it's also simpler than the formal, strictly business-like pitches that you think you should be making.



Before making your pitch, you need to determine which celebrities or influencers suit your brand. Think about your branding and what you're selling. You can't just pick on a whim, cross your fingers, and hope one of them agrees to promote your brand. You have to purposefully choose personalities who will benefit from your brand and are likely to connect with you.

You'll also be making concrete steps on getting your product out there through connections and buyers. Lastly, you'll be planning out how to build your brand using the four quadrants. Launching your product line and getting A-listers to promote you might seem daunting. But with the right set of skills and a clear vision, it's possible to form connections — with buyers, celebrities, and media and publishing people — that can offer you massive publicity.