



CONTACT:
Premier1 Studios
Cheryl Wicker
(657) 223-3266

FOR IMMEDIATE RELEASE

PR Expert Cheryl Wicker Offers Coaching to Creative Professionals Wanting to Save Money with DIY PR

Cheryl Wicker, PR expert, agency owner and entertainment professional is offering “Amplify: How to Get Your Message Heard Through Free Media Exposure,” a PR coaching program for professionals who need PR on a budget for their media products. Amplify includes weekly coaching calls and a one-day virtual workshop. A free educational webinar based on the program and presented by Wicker is available at www.freemediaexposure.com.



MONROE, La., Aug. 29, 2016—Cheryl Wicker, PR expert, agency owner and entertainment professional launches a coaching program for media professionals needing publicity on a budget for their products (book, film, music album, etc.). She created “Amplify: How to Get Your Message Heard Through Free Media Exposure” to teach them how to do their own PR. Amplify is a six-week program that includes weekly coaching calls and a one-day virtual workshop with the next program starting up in November 2016. A free educational webinar based on the program is currently available to those wanting to learn more: www.freemediaexposure.com.

Wicker’s career began with local news reporting and moved on to producing her own Christian music video show and eventually starting an award winning podcast, Christian Movie Connect, featuring celebrities within the Christian film industry. She is equally comfortable in front or behind the camera, with a large body of work in film production as a film producer, casting director and more (‘Flag of My Father,’ ‘Finding Normal,’ and ‘God’s Not Dead.’). Producing book trailers and helping secure media exposure for authors evolved from time spent working for Howard Publishing (now Howard Books with Simon & Schuster).

With her familiarity of many nuances of entertainment, she routinely has authors, filmmakers, recording artists and other creative professionals seeking advice, but lacking the PR budget to hire her agency to do the work. “My life mission is to help people of purpose impact the culture through media. However, I have to combine the practicalities of running a business with my mission to help others reach the world with a message that matters,” explains Wicker. “My solution is to help equip and empower people with the necessary tools and knowledge required to do their own PR at a fraction of the cost.”



The Amplify virtual coaching program created by Wicker teaches the ABC's of DIY PR for newbies as well as those who already have a strong marketing background. She holds a virtual workshop and group coaching calls to walk her clients through the process. In the end, they know how to craft a press release with a newsworthy angle that will capture the attention of journalists; where to reach the journalists who will be interested in their story; how to be the expert that the journalists are looking for; and so much more. Wicker, a journalist herself, teaches "journalist-focused PR." She emphasizes, "With some journalists receiving hundreds of pitches a day, you have to know what they are looking for and how they want to receive your message if you want them to pay attention to you."

Clients complete the program with ongoing access to a membership site that houses training videos, the Amplify PR Handbook, and a Step-By-Step DIY Publicists Guide; a small custom media list; one or more guaranteed media placements; and a published PRWeb press release.

Doug Weiss, Digital Marketing Director for ChristianCinema.com, states, "Cheryl's training went beyond my expectations and she over delivered. Amplify is a great investment for those who want to not only learn how to do public relations, but are experienced marketing professionals."

Director/producer Sharon Wilharm and her husband, Fred, came to Wicker shortly before their film, 'Providence,' was scheduled in a seven city theatrical release. "We wanted to stretch our PR budget; and, thanks to Cheryl's coaching and training tools, we were able to implement a PR campaign to get media coverage in all seven cities, including major publications like World, Indiewire and MovieGuide," states Wilharm.

Wicker is now in the process of creating "The Amplify Series" that will give DIY marketers the resources to guide them through branding, PR, social media and internet marketing.

To view Cheryl Wicker's free webinar, "How to Get Free Media Exposure," register at www.freemediaexposure.com. Those wanting to keep up with Wicker can follow her on Facebook.com/CherylWickerPublicity.

ABOUT CHERYL WICKER



Cheryl Wicker is the owner of Premier1 Studios, a small boutique marketing agency that specializes in Christian entertainment, offering a full range of marketing services including branding, PR, social media, SEO, Facebook advertising, video production, etc. She has a rich background in entertainment as a Christian film producer, publicist for a book publishing house, Christian music video show producer, and more. Her roots though are in journalism, which has woven a thread throughout her professional career and even helped to spawn her most recent coaching program, "Amplify: How to Get Your Message Heard Through Free Media Exposure."

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