

JENNIFER NELSON

# TELL YOUR STORY WORKBOOKS

# NEW CONFERENCE, WHO DIS?

- 4-5 years as a wine content creator as Wine Antics (@WineAntics all over Social Media)
- Started learning about wine in the Pentagon, got my hands dirty in Maryland
- Marketing and Communications Masters
- Event management at the Virginia Wine Festival to Operations Director at Boca Code



“For me, I’m only interested in one thing. The thing that binds us all together. No matter who you are or what your profession is – whether you’re an entrepreneur or in sales or a designer or a developer – no matter what you do, your job is to tell a story.

*That is never going to change. The way you build your business and the way you make real impact is by great storytelling.”*

–GARY “VEE” VAYNERCHUK



WORKBOOK REVIEW

MEDIA KIT





# THINGS TO CONSIDER: MEDIA KIT

- BLUF It!
- Why do you do it?
- Pick Three: Platforms vs Products
- What's your impact?
- Collaborations and Awards



WORKBOOK REVIEW

PRESS RELEASE





# THINGS TO CONSIDER: PRESS RELEASE

- Milestones and Shinning Moments
  - Devil's in the details: So what? Impact
- Special Events and Partnerships/Campaigns
  - Devil's in the details: So what? Impact
- Who can you send your press release to?



WORKBOOK REVIEW

# SOCIAL MEDIA





# THINGS TO CONSIDER: SOCIAL MEDIA

- What's your plan for the month?
- Promotional Copy
- Pick Three vs Pick six
- Meaningful Copy
  - Edit for Creators — 6 lines of copy
- Three Categories and 30 Hashtags



# REACH OUT WITH QUESTIONS

- Workbook/General Questions:
  - Jennifer Nelson,  
[nelson.Jenniferr@gmail.com](mailto:nelson.Jenniferr@gmail.com)

