

equations

BUILD MEDIA CREDIBILITY IN 60 DAYS

Here's How to Do It Right.



MOST STARTUPS THINK MEDIA PRESENCE TAKES YEARS TO BUILD

Most startups think media presence takes years to build. The truth? With the right strategy, 60 days is enough to go from unknown to unforgettable.



Day 1–15 days: Own Your Story

The media doesn't care about products, it cares about stories.

Craft a **founder story that highlights** your vision and grit
 Frame your startup mission around relevance (**AI, sustainability, innovation, disruption**)

Build 2–3 strong angles: one for investors, one for customers, one for media

If your story doesn't spark curiosity in 30 seconds, it won't land coverage.

DAY 16–30 DAYS: GET VISIBLE WHERE IT MATTERS

Not all press is good press. What you need is strategic visibility.



- **Focus on key investor/customer media:** Inc42, YourStory, VcCircle, and similar.
- Contribute guest articles and **expert opinions to establish thought leadership.**
- **Comment on journalists' stories** on LinkedIn/Twitter to engage.

Visibility in the right 3 outlets beats mentions in 30 irrelevant ones.

DAY 31-45 DAYS: LEVERAGE SOCIAL PROOF

The media loves proof of traction. Build it and showcase it.

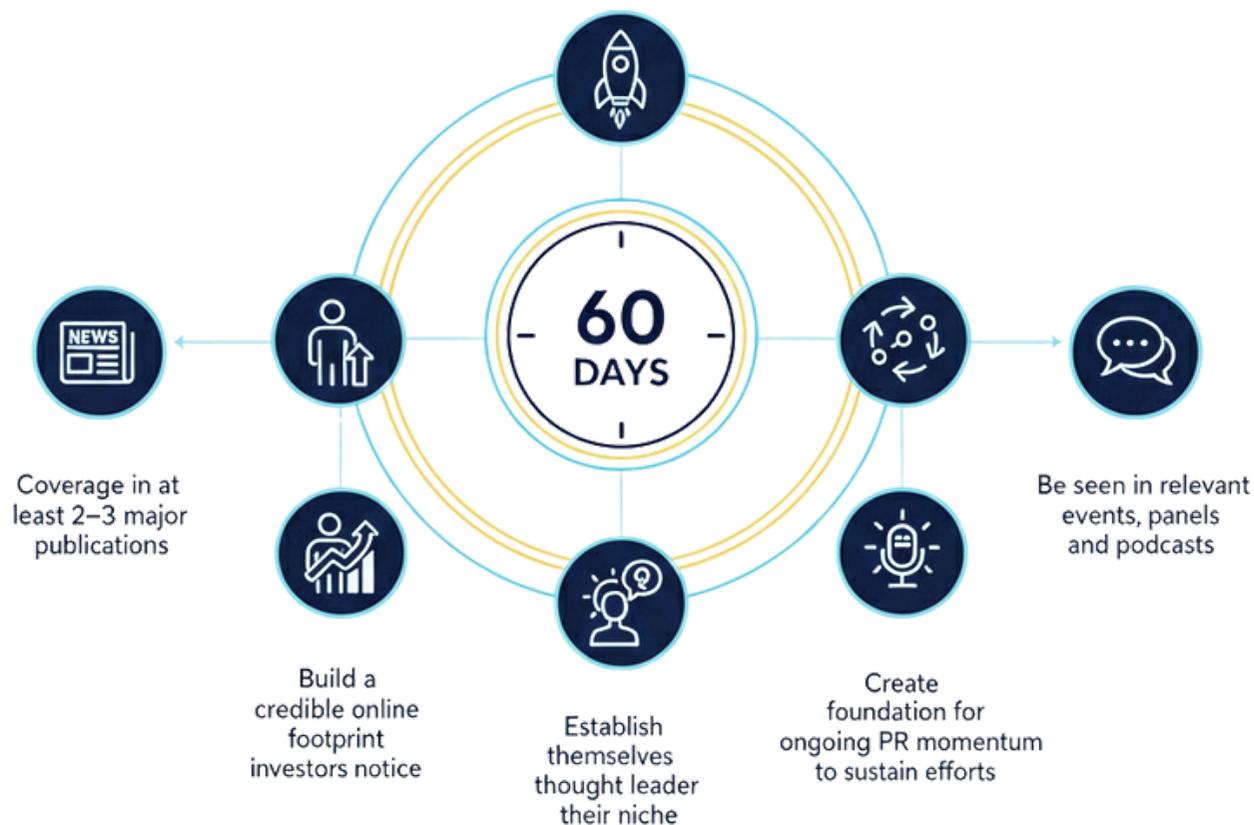


- **Share customer success stories**, case studies, or data-driven wins
- Highlight community engagement (**waiting lists, early adoption, testimonials**)
- **Use social media** to amplify coverage → **one story becomes ten touchpoints**

Social proof is your credibility currency, spend it wisely.

DAY 46–60 DAYS: CREATE A PR ENGINE, NOT JUST A CAMPAIGN

This is where founders separate themselves from the noise.



- **Develop a press kit** with founder bio, **startup vision**, key numbers, and high-quality visuals
- Pitch consistent storylines (**funding, partnerships, product launches, impact**)
- **Align with a PR partner who can make introductions** and amplify your reach

Consistency is what turns a startup into a brand journalists remember.

THE 60-DAY PAYOFF

By Day 60, a startup founder who follows this playbook will



- Have coverage in at least 2–3 **major publications**
- Build a credible **online footprint** investors notice
- **Establish themselves** as a **thought leader** in their niche
- Create a **foundation for ongoing PR momentum** to sustain efforts
- Be seen in **relevant events, panels and podcasts**

Because in today's noisy world, it's not the best product that wins, it's the loudest credible voice.

YOUR NEXT STEP: TURN VISIBILITY INTO CREDIBILITY

At Equations PR & Media, we help startup founders go from unknown to unforgettable in just 60 days. The right story, strategy, and media presence can open doors to investors, customers, and opportunities you never thought could be possible.

Here's what a 30-minute session with me looks like:

- 10 minutes — Understand your challenge**
 - ✓ Identify where your current PR or visibility efforts are falling short.
- 10 minutes — How Equations drives results**
 - ✓ Real examples of founders who built credibility, traction, and investor attention fast.
- 10 minutes — Your 60-day strategic roadmap**
 - ✓ A simple, actionable plan to sharpen your story, target the right media, and create lasting impact.

Most startups fail to get noticed not because of product quality, but because their story isn't clear or visible. Let's fix that.

[BOOK YOUR FREE STRATEGY CALL](#)

