

equations

# 60-DAY MEDIA CREDIBILITY

HERE'S HOW TO DO IT RIGHT.



# STARTUPS THINK MEDIA TAKES YEARS

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They think it takes years 60 days  
is all you need.

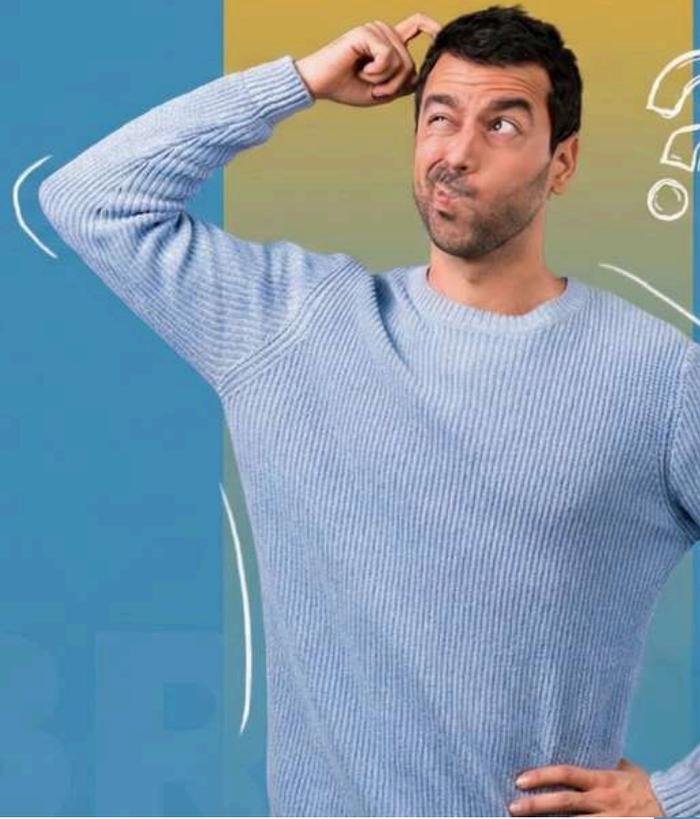
## Day 1–15 days: Own Your Story

Craft a vision-led founder story, tie your mission to relevance (AI, sustainability, innovation), and build **2–3 sharp angles** for investors, customers, and media.

No curiosity in **30 seconds?**  
**No coverage.**



# Why Is **Brand Visibility** **Important?**



## **Day 16–30 days: Get Visible Where It Matters**

- ▶ 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

## Media Loves **Traction** Show 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.**





CO-FOUNDER

# Days 46–60: Build an engine, not a campaign

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

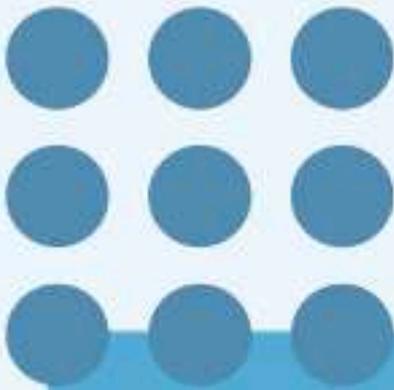
*Consistency is what turns a startup into a brand journalists remember.*

# 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**



# YOUR NEXT STEP: TURN VISIBILITY INTO CREDIBILITY

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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 TODAY](#)