



# NARDIMEDIA

## Final Report

**Dr. Gabrielle Lyon**  
***Forever Strong***



# Table Of Contents



NARDIMEDIA

Letter From Ashley	3
Media Overview	4
Podcast Placements	5
TV / Radio Placements	6
Digital Placements	7
Leveraging Media For Success	8

# Letter From Ashley



NARDIMEDIA



Dr. Lyon,

We are so grateful to have had the opportunity to drive your media relations efforts to promote your book, ***Forever Strong: A New, Science-Based Strategy for Aging Well***. Combining your expert insight with our media relations tactics allowed us to generate coverage and provide visibility and awareness for your book and your mission to help consumers optimize muscle to improve their overall health and combat everything from obesity to autoimmune disorders.

This report recaps an overview of tactics used to reach your target audience across various media platforms.

Secured a total of **92 media opportunities** with thought leaders across podcast, broadcast, and digital outlets garnering more than **67 MILLION IMPRESSIONS!**

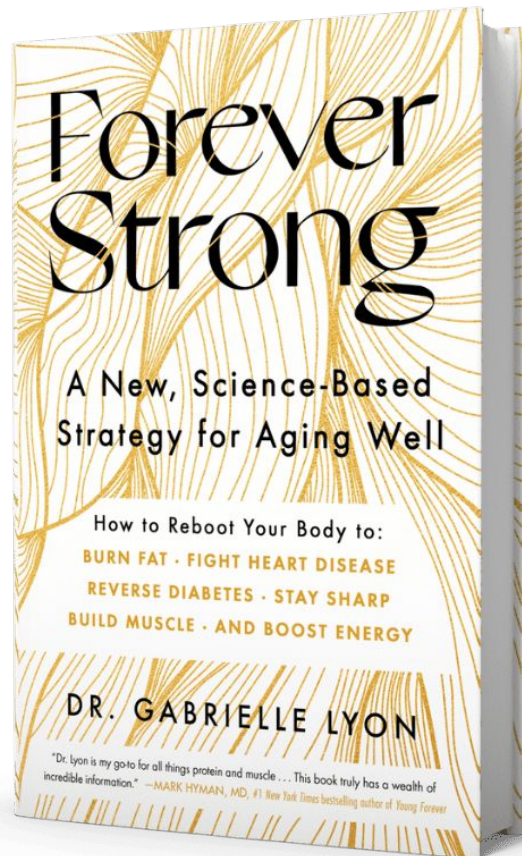
- Podcast Interviews with and more!
- National Television & Radio placements on Good Morning America, The Tamron Hall Show, Elvis Duran & The Morning Show and Cheddar TV.
- Top 10 TV placements in New York (1), Chicago (3), and Houston (10)!
- Digital Placements across The New York Times, Forbes, Oprah Daily, Maria Sriver's Sunday Paper, Women's Health and more!

We look forward to reviewing this report in more detail and hearing your feedback. Congratulations on a fantastic campaign!

Sincerely,

Ashley Bernardi

Founder and Director of Media Relations, Nardi Media



The Nardi Media team executed a highly tactical media relations campaign across broadcast, print, digital, and podcast outlets to promote **Forever Strong**.

## Campaign Overview:

- Strategic outreach to thought leaders in the podcast space
- Managed/coordinated in-bound media requests
- Proactive and reactive outreach to national and top 10 market broadcast media markets surrounding key dates, including:
  - New Year, New Standards
  - New National Studies
  - Elevating Your Entrepreneurial Game
  - Hacking Your Hormones for World Menopause Month
  - Unveiling the Future of Health

## By The Numbers

- Secured Interviews: 92
- Podcast Interviews: 71
- TV/Radio Interviews: 8
- Digital Placements: 13

# Podcast Placements



NARDIMEDIA

- The Lucas Rockwood Show: [LINK](#)
- The Blonde Files: [LINK](#)
- The Whole View [LINK](#)
- Rejuvenating with Dr. Ron Kaiser: [LINK](#)
- Metabolic Optimization Podcast: [LINK](#)
- Pretty Intense: [LINK](#)
- Ever Forward Radio: [LINK](#)
- Optimal Performance: [LINK](#)
- Well- Fed Women: [LINK](#)
- The Funk'tional Nutrition: [LINK](#)
- Dhru Purohi: [LINK](#)
- Self Helpful (2): [LINK](#) / [LINK](#)
- The Greatness Machine: [LINK](#)
- The Ultimate Health: [LINK](#)
- Finding Genius: [LINK](#)
- Earn Your Happy: [LINK](#)
- Optimal Protein Podcast: [LINK](#)
- Energized: [LINK](#)
- MindBodyGreen: [LINK](#)
- The Doctor's Pharmacy: [LINK](#)
- The Ed Mylet Show: [LINK](#)
- The Gutsy Gynecologist Show: [LINK](#)
- The Model Health Show: [LINK](#)

- Online Marketing Made Easy: [LINK](#)
- The Art of Being Well with Dr. Will Cole: [LINK](#)
- The Coachable Podcast: [LINK](#)
- Mind Pump: [LINK](#)
- The Healthy Skin Show: [LINK](#)
- The Melanie Avalon Biohacking Show: [LINK](#)
- Powerhouse Women: [LINK](#)
- The Good Life Project: [LINK](#)
- Passion Struck with John R. Miles: [LINK](#)
- Mind Pump: [LINK](#)
- Dropping Bombs: [LINK](#)
- Well Beyond 40: [LINK](#)
- Wealthy Way: [LINK](#)
- The Human Upgrade with Dave Asprey: [LINK](#)
- What's the Juice?: [LINK](#)
- The Genius Life: [LINK](#)
- The Good Life Project: [LINK](#)
- Health Coach Talk: [LINK](#)
- A Whole New Level: [LINK](#)
- Everyday Wellness: [LINK](#)
- Meat Mafia: [LINK](#)
- EMBody Radio: [LINK](#)
- Drinkin Bros: [LINK](#)
- Sleep is a Skill: [LINK](#)
- Barbell Shrugged: [LINK](#)

- Modern Wisdom: [LINK](#)
- Heroic with Brian Johnson: [LINK](#)
- The Energy Blueprint: [LINK](#)
- The BK Podcast Show: [LINK](#)
- Habits & Hustle: [LINK](#)
- Paul Saladino MD: [LINK](#)
- Almost 30: [LINK](#)
- Mel Robbins: [LINK](#)
- Feel Better, Live More: [LINK](#)
- The Mike O'Hearn Show: [LINK](#)
- The Girlfriend Doctor: [LINK](#)
- Midlife Conversations: [LINK](#)
- The Influential Personal Brand: [LINK](#)
- Decoding Success: [LINK](#)
- Gundry: [LINK](#)
- Id Rather Be Reading: [LINK](#)
- Feel Better, Live More: [LINK](#)
- The Jasmine Star Show: [LINK](#)
- "Live Well Be Well: [LINK](#)
- The Kelly Roach Show: [LINK](#)
- Live Purely: [LINK](#)
- The Ultimate Health Podcast: [LINK](#)



# TV/Radio Placements



NARDIMEDIA

- **National**

- Good Morning America: [LINK](#)
- The Tamron Hall Show: [LINK](#)
- Cheddar TV: [LINK](#)
- Elvis Duran & The Morning Show: [LINK](#)

- **New York, NY: #1 US Media Market**

- WPIX-TV: [LINK](#)

- **Chicago, IL: #3 US Media Market**

- WFLD-Fox (Good Day Chicago): [LINK](#)

- **Houston, TX: #10 US Media Market**

- KPRC-NBC (2): [LINK](#) / [LINK](#)

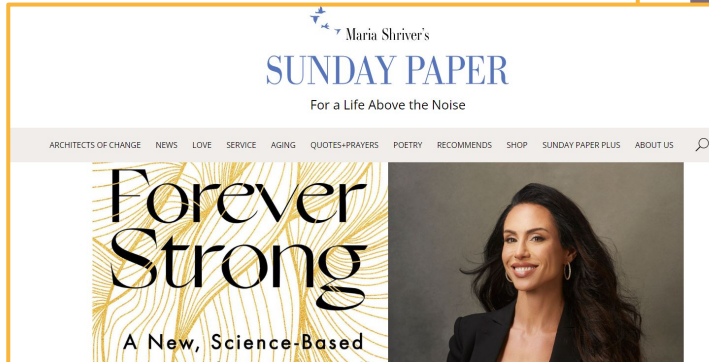
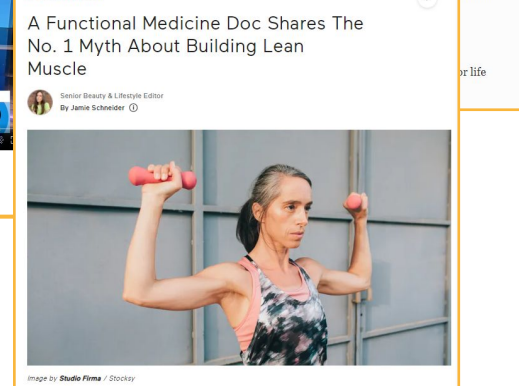
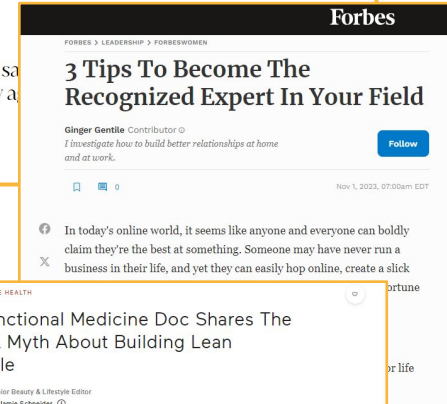
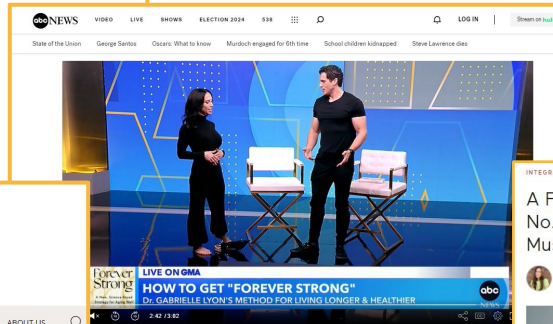
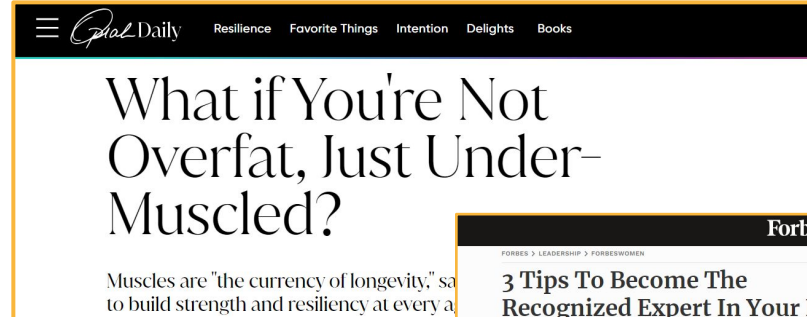


# Digital Placements



NARDIMEDIA

- **Women's Health (2):** [LINK](#) / [LINK](#)
- **MindBodyGreen (4):** [LINK](#) / [LINK](#) / [LINK](#) / [LINK](#)
- **ABC.com:** [LINK](#)
- **Mark Divine:** [LINK](#)
- **Forbes Woman:** [LINK](#)
- **First For Women:** [LINK](#)
- **Maria Shriver's Sunday Paper:** [LINK](#)
- **Oprah Daily:** [LINK](#)
- **The New York Times:** [LINK](#)



# Leveraging Media For Success



NARDIMEDIA

*You've built  
your awareness  
and spread your  
message, now  
don't lose  
momentum!*



## **TRANSCRIBE BROADCAST INTERVIEWS**

This is a great tactic for developing social content! There are several transcription services that will review audio/video clips and provide a read out of your interviews, including [Temi](#) which we use. Then, you pull from the text of your interviews to create long-form content, quotes etc. for posts to your social handles and LinkedIn.



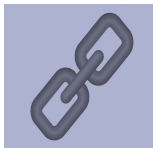
## **RECYCLING PRESS PLACEMENTS**

Be sure to continue to promote coverage that we've secured on a weekly basis. A cadence of sharing 1-3 posts per week that includes a brief description of the topics that you address in each piece of coverage or a quote from that coverage would work well.



## **USING COVERAGE AS AN EVENT ASSET**

Think of how you can use your media coverage for upcoming events. Can you put logos of publications that we've secured coverage on signage at book signings? How about placing coverage links on a speaker page for yourself?



## **PUT LINKS + LOGOS ON YOUR WEBSITE!**

This is a big credibility builder for your audience. We recommend placing logos to media outlets on your home page to showcase the various media appearances you've made!

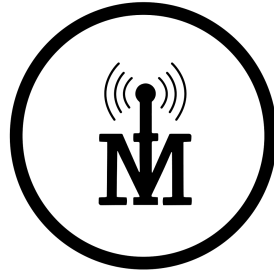


## **CONNECT WITH HOSTS/INTERVIEWER ON SOCIAL MEDIA**

Even better, give them a social shout-out ahead of or after the interview! Send them a DM or message and thank them for their time and to keep you in mind for future stories they may be working on. Building relationships with the press is a valuable tool to keep your visibility and awareness for your brand!



**Let's discuss your feedback and questions!**



**NARDIMEDIA**

Ashley Bernardi  
202-316-3298  
[ashley@nardimedia.com](mailto:ashley@nardimedia.com)