

Prepared by:
Jeremias “JMan” Maneiro
The AI Edutainer for Real Estate

JMAN | AI

GET BOOKED. GET QUOTED. GET SEEN.

THE **AI** EARNED MEDIA PLAYBOOK

How to land podcasts, TV segments, and press with about 30 minutes a week, using AI to do the digging while you do the relationships.

INSIDE THIS GUIDE

- ✓ **The loop:** five steps, about 30 minutes, no publicist
- ✓ **The pitch:** a four-part formula and a six-point test
- ✓ **The guardrails:** four rules I learned the hard way
- ✓ **The prompt:** copy, paste, and start this week



AS HEARD
ON

Social Selling Made Simple

with Marki Lemons Ryhal

You heard the show. Here's the playbook.

This is the exact system I use to get booked on podcasts, TV, and in print, with AI doing the digging and me doing the talking.

You don't need a publicist. You don't need a big budget. You need about 30 minutes a week, one spreadsheet, and the willingness to hit send.

- 1 The Whole Idea in One Breath**
Who does what: the machine prepares, the human sends
- 2 The Loop**
Five steps, about 30 minutes of your time
- 3 The Pitch Formula**
Four jobs every pitch has to do, and the proof to attach
- 4 The Six-Point Test**
Score it like a newsroom before it ever leaves your outbox
- 5 The Tracker**
One spreadsheet, ten columns
- 6 Four Guardrails**
The rules I learned the hard way, so you don't have to
- 7 Your Starter Prompt**
Copy, paste, fill in the brackets, run it weekly
- 8 Your First Week**
Five names, five drafts, one spreadsheet

The Whole Idea in One Breath

AI does the digging and the first draft. You do the relationships.

Earned media used to mean hiring a publicist or burning your evenings Googling reporters. Now an AI assistant can handle the grunt work: find who just covered your topic, read their story, find their published email, and draft a short, specific pitch. You show up to drafts, not homework.

What AI can't do is be you. It can't take the interview, show up on camera, or earn the trust that turns one segment into a standing invite.

The machine prepares

Finds the people. Reads their recent stories.
Finds published emails. Drafts the pitch.
Scores it. Logs it.

The human sends

Reads every draft. Edits it until it sounds like you. Hits send. Takes the call. Shows up. Builds the relationship.

**"AI finds the door.
You still have to knock."**

Nothing goes out until you read it and hit send yourself.

The Loop: Five Steps, About 30 Minutes

I run this every morning on autopilot. You can start once a week and get real results. Same five steps either way.

- 1 Check replies and sent mail first.** Before you hunt for anyone new, find out who answered and what you sent by hand. One reply from a reporter beats ten new pitches every time. An out-of-office is not a reply.
- 2 Follow up, politely, three times max.** No answer after a week, and your message was the last one? Send a two-sentence nudge with one new reason to care. If they already answered, the ball is in your court, not theirs. After three touches, stop.
- 3 Find a handful of new people.** Reporters who covered your topic in the last 30 days, podcast hosts who take guests, TV producers. Skip any show with nothing new in four months. Five honest names beat fifteen padded ones.
- 4 Draft one pitch per person, about their story.** Short, specific, written the way you talk. Every pitch has to pass the six-point test before it becomes a draft.
- 5 You read, edit, and send.** The AI never hits send. You do.

Let the AI keep the books

Logging is part of the same run. I never touch my tracker by hand. My scheduled task adds every person, every pitch, and every reply, so next week it already knows who I talked to and who's due for a follow-up.

The Pitch Formula

Every pitch is four to seven short sentences, and it does four jobs.

- 1 Their story.** Name the specific piece they just published. That's proof you actually read it.
- 2 The gap.** What their story was missing. Usually it's the practitioner who lives this every day. That's you.
- 3 Who you are, for this angle.** Two or three credentials that fit this person, not your whole bio.
- 4 One real question.** "Can I walk you through it?" beats "Let me know if you're interested" every time.

Attach proof that matches the person. Two links, not ten. Keep all your wins on one page, like my in-the-media page, and have your AI pull the freshest ones every run. Your proof never goes stale.

Writers and editors

Send your published articles. They want to know you file clean copy.

Podcast hosts and producers

Send video clips. They want to know you're good on camera.

Specific beats clever

I sent a cold pitch to a podcast on a Friday morning, tied to an episode they had just aired. The host said yes 51 minutes later. No gimmick. I just proved I'd listened.

The Six-Point Test

Before a pitch goes anywhere, score it 1 to 5 on the six questions a newsroom is quietly asking.

TEST	WHAT THEY'RE REALLY ASKING	SCORE
The Face	Can this person explain it clearly, on the record or on camera?	-- / 5
The Fresh Angle	Is this something we haven't already run?	-- / 5
The Timing	Why now?	-- / 5
The Local Impact	Does it matter to our audience, here?	-- / 5
The Audience Payoff	Will people learn something they can use?	-- / 5
The Ease of Coverage	How much work is this for me?	-- / 5

24 or higher

It's a draft. Edit it, then send it.

Under 24

Rewrite it once. Still under 24? Don't send it.

"Would you say this out loud to a client?"

The final check. If it sounds like a robot wrote it, it doesn't go.

The Tracker: One Sheet, Ten Columns

Mine has 24 columns. You need ten to start. One row per person, but only once there's a real send or a draft waiting. Research that went nowhere stays out. Your AI adds the rows and updates them every run. You just read it.

COLUMN	WHAT GOES IN IT
Name	First and last
Outlet	Where they work or what show they host
Email	Only one you saw published, never a guess
Their recent story	Headline and link
Your angle	One sentence on what you'd add
Score	The six-point test total
Date pitched	The day you actually hit send
Status	No reply, Replied, Booked, Published, Closed
Next touch	One week after your last email
Notes	What they said, word for word, with the date

Pro tip: run two lanes

If you talk about more than one thing, split them. I keep one lane for AI and one for real estate, so the same reporter never gets two pitches from me about two different topics.

Four Guardrails I Learned the Hard Way

The tech was never the hard part. Trust was. Every one of these rules exists because something went sideways first.

1. Give it a fact sheet, and make it obey

My AI once took my talk called "Digital Avatars" and decided I owned an avatar company. Two pitches went out saying so. Now a one-page fact sheet gets read first, every time. If a claim isn't on that page, it doesn't go in a pitch.

2. Never let it guess an email

Only use addresses it actually saw published on a real page. One wrong name in a greeting and you're done with that newsroom.

3. Make it read the whole conversation

My AI once told me a TV reporter had gone silent. She'd answered nine minutes after my nudge. It read the preview, not the thread. Trust, but verify.

4. Don't let drafts pile up

At one point I had 53 unsent drafts. Stack a second follow-up on an unsent first one and you look like a spam bot. The bottleneck is almost never finding names. It's you hitting send.

The fix for all four: a corrections sheet

Every time the AI gets something wrong, write the fix down as a rule. The AI reads that sheet before every run. When you correct it, it adds the new rule, or hands you the exact line to paste in if it can't edit the sheet. Mistakes happen once, not every week.

"Confidence isn't accuracy."

AI is always confident. Build in checks.

Your Copy-Paste Starter Prompt

You don't need a fancy automated agent on day one. Paste this into any AI assistant that can search the web, fill in the brackets, and run it once a week.

YOUR EARNED MEDIA ASSISTANT

You are my earned media assistant. Here are the facts about me. Use only these. Never invent or upgrade a credential:

[paste your 5 to 10 bullet fact sheet]

Before you start, read my corrections sheet **[link or paste it]** and follow every rule on it. When I correct you, add the correction, or give me the exact line to paste in.

My topics: **[two or three topics you can speak on]** My market: **[city or region]**, plus national outlets

1. Check my inbox and sent mail since the last run. Who replied, and what did I send myself? An out-of-office is not a reply. Never draft a follow-up if my message was the last one.
2. Find 5 reporters, podcast hosts, or TV producers who published on my topics in the last 30 days and take outside sources or guests. Skip any show with nothing new in four months.
3. For each: name, outlet, recent story with link, and an email ONLY if you can see it published on a page. Show me the page, or say "not found."
4. Write each pitch: "Hi FirstName," then name their story, what it missed, 2 or 3 credentials that fit, and one real question. 4 to 7 sentences, the way I talk. Add the 2 best proof links from **[your media page]** for this person.
5. Score each 1 to 5 on The Face, Fresh Angle, Timing, Local Impact, Audience Payoff, Ease of Coverage. Rewrite anything under 24 out of 30.
6. Update my tracker, only for people I've pitched or who have a draft waiting. If you can't reach it, give me the rows to paste in.
7. Never send anything, and never answer money or permission questions for me. Flag them. Start your report with anyone who replied.

Then put it on autopilot

Most AI assistants now let you schedule a recurring task. Set this prompt to run once a week, and your drafts are waiting every Monday morning.

Ready for more? Only then, turn it up to every workday. That's how I run mine. Just keep up with sending, because drafts nobody sends are worse than no drafts at all.

Your First Week

Don't overthink this. Five names, five drafts, one spreadsheet. Here's the whole assignment.

- ☐ Write your fact sheet: 5 to 10 true bullets about you, nothing inflated
- ☐ Pick two or three topics you could talk about for an hour without notes
- ☐ Set up your tracker with the ten columns
- ☐ Start a corrections sheet, even if it's empty. It fills up fast
- ☐ Run the starter prompt and get five draft pitches
- ☐ Schedule the prompt as a weekly task, so next week runs without you
- ☐ Score each one and rewrite anything under 24
- ☐ Edit them until they sound like you, then hit send yourself
- ☐ Connect your tracker so the task logs every pitch and reply for you

A word on the silence

Most pitches won't get an answer, and that's normal. Earned media is a numbers game played one person at a time. Keep the loop running and the yeses show up.



**"Every yes becomes the credential
for the next ask."**

Your first booking makes your second one easier. Then show up when they say yes.

Don't Take My Word for It

Every podcast, TV segment, and article this system has helped land lives on one page, and it grows every time someone says yes.

That page is the first link in almost every pitch I send. It's proof that compounds. Go see what's new since the episode you just heard.

SEE THE LATEST

jmanai.com/in-the-media



About JMan

Jeremias "JMan" Maneiro is the AI Edutainer for Real Estate: an AI strategist, national speaker, and trainer who has taught more than 50,000 real estate professionals. He's the host of the AI Agent Advantage podcast and a licensed Associate Broker with REMAX Realty Group in Rochester, NY. His philosophy: one expert, one tool, immediate implementation.

Want JMan on your show, stage, or team training? Let's talk.

WEB
jmanai.com

EMAIL
jman@jmanai.com

PHONE
585-484-0505

SOCIAL
[@jmanspeaks](https://twitter.com/jmanspeaks)

**"AI is the topic.
People are the mission."**