

BREAKING NEWS: WE HAVE A DATE

This is finally happening, folks -- the music video release is underway. Sit back, relax, and get ready for the highlight of your week (I hope, I really hope you guys like it!). So much has gone into this video and I am so incredibly excited to show it off!



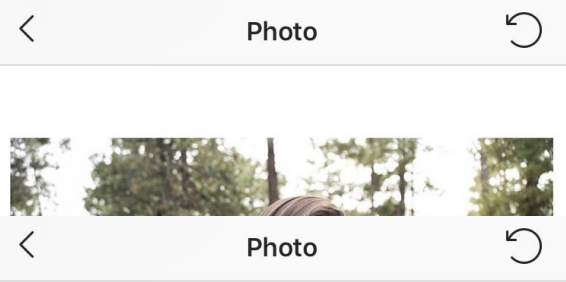
Me on the lookout for the drop of this cool music video!

SO WHEN'S THE BIG DAY?!

Addison, my mother (the reigning authority on basically everything), and I have decided that the video will be released **THIS COMING FRIDAY. HOLY COW.** Addison is going to meet with me to transfer all the raw footage and stills he got so that I can use them to promote the video and he can start posting them as well. We are planning to drop the video around 1:00 ish so that people getting out of work and school on Fridays see it pop up in their feed in whatever media and click on it. We are planning on getting optimal exposure for this video, and we are working our butts off to promote it.

Addison is going to post on his instagram and portfolio to show off the stills we took and to start advertising for the video. I am going to post in my story on my social media so it immediately pops up in people's feeds before we release it so they know to keep an eye out for it when it drops.

Here is the first post Addison made promoting the video and our work. Let's just say I was very flattered:)



Another photo Addison posted to get some hype for the new video!



PLAN, PERFORM, PLAN, PROMOTE

This week was all about the game plan for promoting the video. It is dropping in just a few days, so we need to make sure we give this all the attention it deserves. I am planning to do a paid promotion for the video through Instagram and Facebook and hopefully that will generate attention for it. I will also try to get as many of the models to talk about it as possible. Next I am going to reach out to as many people as I can and tell them in person and via social media that it is released so they have first-hand news that it is out. I am going to be annoying and only talk about this for a while, so I am putting the pedal to the metal and working my butt off to make sure everything goes as planned.



My first clue as to something big happening on Friday...:)

SO LET'S SEE IT!

Just kidding, you'll have to wait and find out;) Let the countdown begin...

All my love,

S