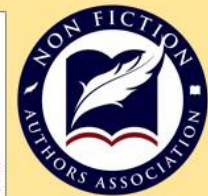


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- Author of 12 books, translated in 6 languages
 - 3 thought leadership book
- Taught at Berkeley and Stanford
- Founder of PR LEADS
 - Helped literally thousands of authors, speakers, consultants get publicity
- Book strategist: ghostwriter, book coach, developmental editor for nonfiction books



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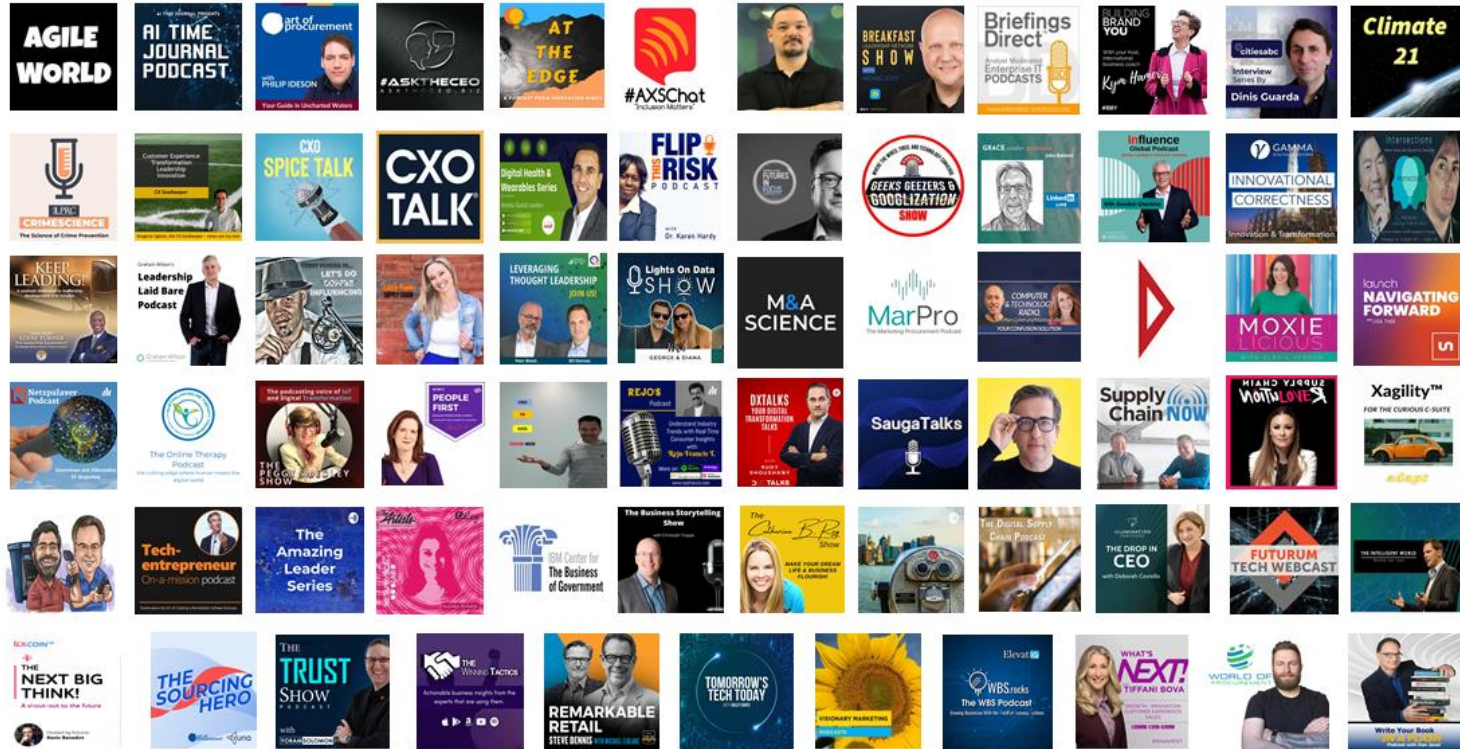
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Assignment #1

- Google your name
- Google your company
- Google your product
- Google your book title
- Record what you see
- Now you know what your prospect sees
- Now you have a baseline to compare your work

Blueprint

- Step 1 - Find the RIGHT media outlets
- Step 2 – Find media outlets that accept articles
- Step 3 – Find the right reporters/editors
- Step 4 - Pitch the media
- Step 5 – Write the article – or get interviewed
- Step 6 – Tell the world you were featured

Kinds of publications

- Local vs. National general interest
 - NY Times
 - San Diego Times Union
 - Local vs. National business
 - Wall Street Journal
 - San Antonio Business Journal
 - Forbes
 - Vertical market (industry specific)
 - Accounting Today
 - ABA Journal
- Blogs

Column vs. Article

- Columns appear at regular intervals (weekly, monthly, etc.)
- Articles/Blogs appear once
- Both offer instant credibility and branding
- Both will be indexed on Google
- Columns offer repetition which is better

How to find if they accept articles?

- Google:
- “How can I write for Forbes?”
- “How can I contribute to Forbes?”

How to find reporters and editors

- Find the publications
- Find the reporters who write about your topic
- Google the topic for articles and blogs
- Follow reporters
 - Social media
 - Twitter
 - LinkedIn
 - Read their articles
 - Save their email addresses
 - Comment on articles
 - On their blogs
 - Email them
- Resource: BullseyePublicity.com
 - Customized lists of reporters and contact information

Why some publications won't accept outside articles

- They have their own staffs, who are paid
- They don't need more content
- They don't trust outsiders
- More work to edit others' materials
- Unreliable authors who say they will write but don't
- Unrealistic demands by authors

Why the media accepts articles

- Shrinking budgets lead to more layoffs, smaller editorial staffs
- They need articles
- To compete in Google, they need fresh content
- Outside articles are free
- Thought leaders provide interesting perspectives
- New authors who promote their works bring new readers and subscribers (who are worth money to the publications)

What you can expect when your article is printed

- Your picture
- Your byline
- A link to your site
- A bio box of 1-2 sentences
- Slight editing to your content
- Google indexing the article (which can be a huge benefit)
 - Helps you get found; get new readers and prospects
 - Brands you as an expert
 - Bask in the glow of the third-party endorsement of a famous brand

About the Author



Jeffrey Dobkin is a copywriter and a funny and motivational speaker on sales and direct marketing. His advertising and marketing agency specializes in creating highly responsive letters, booklets and direct mail. 610-642-1000 rings on his desk. Visit www.JeffreyDobkin.com to learn more.

You can't buy that kind of advertising — that goodwill or trust, or those kind referrals — at any price. Or can you?

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What you might not get once your article is printed

- Permission to reprint the article
- But you can link to it
- Ownership of copyright
- Must be discussed beforehand
- Pros/Cons
- Links to your site (possible)
- Your picture (possible)

What is your message?

- You need to focus on 3 talking points
- Yes, your book has 200 pages, but you can't talk about the entire book
- What is the message you **MUST** deliver?

Getting Your Message Clearly and Completely

- Reporters and interviewers will ask many questions
- Don't get distracted
- Make sure you get your 3 talking points covered
- Write them down so you don't forget or get distracted

Questions

- Send 10 sample questions to reporters
- Some will use them, some won't, some will use them as starting points and then veer off to a normal conversation
- How do you make sure you get your points across?

Nailing the interview

- Bridging technique
 - Example
- Just go into your 3 points
 - They may not notice
 - Or they might circle back
 - In any case, you've made your points

Anything else?

- They might ask, “What question should I have asked you?” or “Is there anything else you’d like to say?”
- Repeat your key points.

How to get the most from your news coverage

- Email your followers
- Post on social media
- Link to the interview
- Repeat this formula every 30 days (or more)
- Why?
 - New audiences appear on social media every day
 - No one sees all your posts every day
 - LinkedIn (2x per month)

Repurpose your media in your sales

- Post to website
 - Use a screen shot and PDF, original might disappear or show up behind a pay way
 - Use in your presentations to create instant credibility (stories or logos)
 - Print in your sales and marketing kits you give to prospects
 - Let your current and former clients know.
 - Good chance to re-engage with them

You are a publisher

- Post articles on your website
- Post articles on LinkedIn
- Email articles to your list

- Create graphics with pictures of your interview
- Post intriguing quotes
- Invite discussion on LinkedIn

Questions?



[Dan Janal](#)

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Book Coaching: www.WriteYourBookInAFlash.com

Press releases: www.pressreleasesender.com

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