



THE ULTIMATE GUIDE TO MEDIUM.COM

1) Go to medium.com, click Sign in

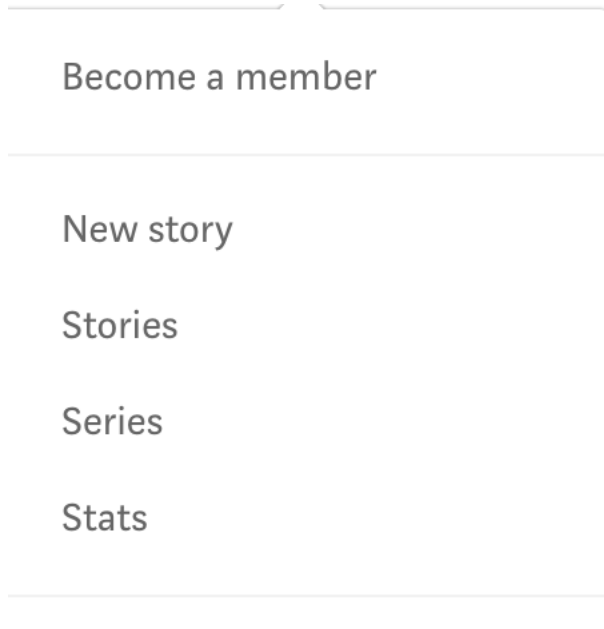


Sign in

Get started

2) Sign in with either Facebook or Google

3) Click New story



4) Input title, add photos/videos, add your story (for free photos, I go to Unspalsh.com)

Title



5) When you finish entering your story, EITHER:

Click Publish, add tags

Ready to publish?

Add or change tags (up to 5) so readers know what your story is about:

Podcast × Add a tag...

OR:

Submit to a publication...

Getting published in a publication is better than not but I publish things all the time that I don't submit to publications and they can do well, too but stories do have a much better chance of getting seen because readers of that publication, and not just your readers, will see it.

Here's how that works: You have to be a contributor to a publication in order to submit to them and you can only get to be one by asking them. (I have had publications see my stories once I've published them and ask if they can publish them in their publications but that's rare.) Once you've contributed once, you are an official contributor there but that doesn't mean they accept everything you submit.

To find publications to submit to, go here:
<https://toppubs.smedian.com/>

Click on ones that seem good for your content that have a

REQUEST TO CONTRIBUTE button next to them.

The screenshot shows a Medium publication interface. At the top, there are tabs for 'Relationship' and 'Stats'. The 'PUBLICATION' section on the left contains the text: 'We publish stories, videos, and podcasts to make smart people smarter. Subscribe to our newsletter to get them! www.TheMission.co'. Below this, it shows 'Tech · 5 Requests · Growing by 277.8 Followers Per Day · Embed' and a 'View on Medium' link. The 'RELATIONSHIP' section states: 'You currently have no relation to this publication.' The 'REQUEST TO CONTRIBUTE' section explains: 'You can request to contribute your articles to this publication. We will notify the editors and they will decide whether or not to add you as a writer. This publication has a 0.00% acceptance rate.' A prominent green 'Request to Contribute' button is located at the bottom of this section.

Put your URL in, click SEND REQUEST

The screenshot shows the 'Request to Contribute' form for the publication 'Request to Contribute to The Mission'. It includes a profile picture and a link to 'View submission policies'. The form asks for the 'Article Draft Url?' with a text input field and a note: 'This publication only adds writers that have a draft article to submit. Enter your draft url.' Below this, it asks 'Do you accept the submission policies and requirements?' with a checkbox and the text 'Yes, I accept the submission policies and requirements'. A green 'Send Request' button is at the bottom.

On that note, I have a Medium publication (<https://medium.com/launch-pad>) and you are welcome to submit to it! Please note that I do not accept writers automatically even if they are enrolled in one of my courses; I wouldn't be doing either of us any favors if I did that since it's crucial that you learn how to adhere to every publication's standards. Check out and follow the submission guidelines (<https://medium.com/launch-pad/want-to-write-for-launch-pad-3d19be1a4397>) to submit.

6) SHARE your story. Claps are very important on Medium in

terms of other people finding your content so getting those is crucial.

BEST TITLE PRACTICES: Overall note: Punch people in the face with the headline (metaphorically)

- Use numbers (“9 Simple Strategies To Have A Huge Online Audience”)
- Focus on the reader and not on you (use the word “You” over “I”)
- Tell readers EXACTLY what they’re going to learn (“How Writing Just One Book Can Make You an Expert”)
- Play up the drama (“I Almost Died. Here’s How AA Saved My Life”)
- Make it action oriented (“Do This If You Want to Achieve This”)
- Make it behavior and outcome focused (see above)
- Be specific (“How to Make Your First \$10,000 as a Blogger”)
- Focus on pain points over benefits (“5 Ways to Avoid Getting Fat” instead of “5 Ways to Get Thin”)
- Use superlatives (words like “Big,” “Amazing,” “Immediate”)
- Focus on the most extreme part of the experience you’re writing about (“The Activity That Will Give You the Greatest High You’ve Ever Had”)

BEST CONTENT PRACTICES:

-Break up content with headers – have the headers take the reader through a path (1) I Was Suddenly Considered an Expert (2) Once You're In, You're In (3) Free TV Led to Paid TV (don't go more than 5-6 paragraphs without a new section)

-Shorten paragraphs and sentences

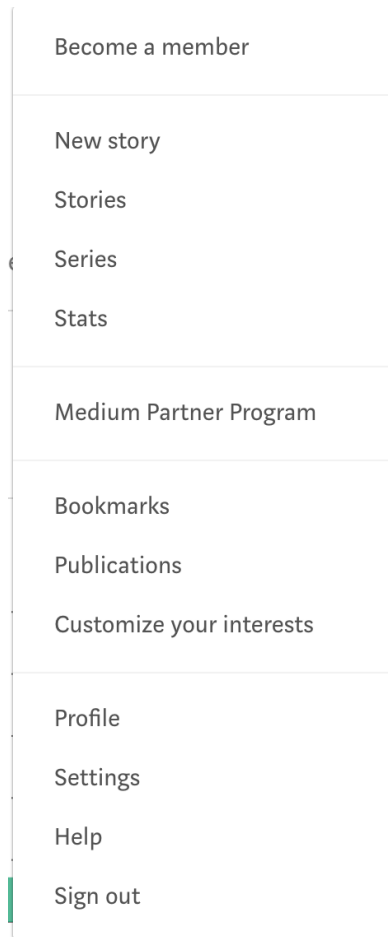
-Use quotes to start each section (I just do searches for quotes about that section – ie, “best quotes about accountability”)

-Offer a freebie at the end – One of the best things about Medium is you can bring people into your tribe with whatever free offer you have – mine is a quiz on my site that asks people if they should be sharing their story and signs them up for my newsletter list.

AMAZING THING ABOUT MEDIUM:

-You can repost old stories here, under different headlines (you can even submit those old stories to new publications)

-You can track your readers and stats really easily by going to your Stats page



It shows Views, Fans, even how much of your post was read!

-You can tweet your best lines by highlighting one and then clicking on the Twitter icon – it will tweet the line and the link to the story

table once a month.”]



Here's how I started building my True Fans—and you can, too.

IF YOU'RE INTERESTED IN GETTING PAID FOR YOUR MEDIUM WORK:

Go here for information on how to do that:

<https://help.medium.com/hc/en-us/articles/115011694187-Join-Partner-Program>

[There are pros and cons to enrolling: pro is of course \$\$; con is there's a risk of fewer people seeing it. The decision really depends on WHY you are doing Medium...for money or exposure].