

How to become the recognized expert  
in your field by getting authority sites  
to declare it so!



# MASSIVE MEDIA EXPOSURE

Calendar

Presented by  
[MyNAMS Insiders Club](#)



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# Massive Media Exposure

## Calendar to Help Getting Published on Authority Sites and in Other Media Outlets...

### Week 1

#### Monday

##### AM

1. Spend today refining your message and defining who you want to reach.
2. Write a mission statement, if you haven't already done so.
3. Complete any exercise you need to complete in the Worksheet.

##### PM

**Coach clients**

**Tuesday**

**AM**

1. Look over your worksheet for the info you compiled for your Media Section or Media Page.
2. Gather up any new profile photos, screenshots or relevant videos.
3. Gather any lines of testimonial or quotes
4. Check all your links to make sure they are still live and working correctly
5. Create your Media Section or Media Page. Remember, it can always be added to or changed as you refine your web presence further—or add authority site logos.

**PM**

**Coach clients**

## Wednesday

### AM

1. Go back over any niche celebrity sites you have been studying. Make notes (if you haven't done so already) on ways they have presenting elements that resonate with you.  
Use these ideas, when refining your website and/or Media Section.
2. Decide on the form of your own Editorial Calendar—hard copy, app or WordPress plugin
3. Install or purchase your Editorial Calendar.

### PM

#### Coach clients

**Thursday**

**AM**

1. Get out your brainstorming sheet from the Workbook.
2. Schedule at least ten articles for LinkedIn.
3. Start by writing the first one. Keep going, if you have time. (Writing a whole batch at once is a time-saving way to do this, rather than one by one.)
4. Post at least one article to LinkedIn.
5. Use your Editorial Calendar to plan more on a steady basis—one a day, till you have at least ten articles up.

**PM**

**Coach clients**



**Friday**

**AM**

1. Re-purpose the articles you wrote yesterday for your blog and/or social media ... or write new ones.
2. Review your progress this week and plan next week.

**PM**

**Coach clients**

## Week 2

### Monday

#### AM

1. You now have a bunch of posts written or scheduled for your own blog, LinkedIn and social sites.
2. Hire a copy editor, if you feel you need to add professional polish, and get them copy-edited before posting.
3. Look over your editorial calendar, and make sure you pull out any ideas that do not relate strongly to your message and mission, your ideal reader and your chosen authority sites, if you know who you'd like to approach at this point.
4. Brainstorm more posts!

#### PM

Coach clients

**Tuesday**

**AM**

1. Create a spreadsheet or tracking system for your posts and guest appearances. Install whatever app you want to use and spend the morning learning how to use all its features.
2. Come up with one absolutely killer post idea that nobody has written yet—your own unique angle on a hot topic.
3. Go through your list of authority sites. Read their Submission Guidelines and contributor requirements. Decide on at least three that you feel would be easiest to break into.
4. Make a separate note of sections open to freelancers—especially “new contributors”. Make a note of any hot topics.
5. Brainstorm specific article ideas for at least three authority sites (several ideas per publication).

**PM**

**Coach clients**

**Wednesday**

**AM**

1. Go through your list from yesterday and zero in on your best idea for each of the three publications you chose.
2. See if there is an Editorial Calendar available for each authority publication. If there is, download it and match that Calendar's Theme or topic preferences to your post ideas.
3. Taking careful notes of each site's SPECIFIC Submission Guidelines, write a query letter to each editor
4. Record the information in your tracking system:
  - ✓ Who you sent it to
  - ✓ Title
  - ✓ Topic
  - ✓ Theme
  - ✓ Date
5. Write or post at least one of the articles scheduled in your own Editorial Calendar for LinkedIn or your blog.

**PM**

**Coach clients**

Thursday

**AM**

1. Today, read back numbers and articles of your chosen authority sites.
2. Get more ideas for posts. Schedule some for LinkedIn and your blog: Prime ideas for your chosen authority sites.
3. Write more posts. Send to your copy editor.

**PM**

**Coach clients**

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## Friday

### AM

1. Today, read official blogs. Make a note of:
  - ✓ Upcoming changes
  - ✓ New trends
  - ✓ New features
  - ✓ Things that are going to affect your ideal reader
  - ✓ Rules that are going to be changed
  - ✓ Relevant upcoming events
  - ✓ Legal shifts and changes
2. Brainstorm article ideas ... as well as ideas for:
  - ✓ Videos
  - ✓ Podcasts
  - ✓ Webinars
3. Review your week.
  - ✓ Did you manage to stay on target with writing and scheduling blog posts?
  - ✓ How is your new copy editor working out?
4. Plan next week.

### PM

#### Coach clients

## Week 3

### Monday

#### AM

1. Line up guests to interview.
2. Make sure your online scheduler is active, and write an invitation to your chosen guests, with a link to your online schedule so they can self-schedule.
3. Write at least three more queries to authority sites.
4. Proof and send.

REMEMBER TO UPDATE YOUR TRACKING SPREADSHEET.

- ✓ What you have sent
- ✓ Who you have sent it to
- ✓ When you sent it

Mark off any acceptances or rejections. Learn from any comments in rejection letters. Use these to tweak articles or article ideas, and move on.

#### PM

#### Coach clients

**Tuesday**

**AM**

1. Contact other professionals you know and offer to write guest posts.
2. Spend time writing more posts and refining your focus.
3. Engage with social media and check feedback from your posts.

**PM**

**Coach clients**



**Wednesday**

**AM**

1. Go through your previous content and products and make a list, if you haven't already done so.
2. Look through your notes from authority sites and decide which pieces of your own content you could re-purpose for an authority site article.
3. Write query letters and send.

**PM**

**Coach clients**

**Thursday**

**AM**

1. Today, update your Media Section or Page with any new relevant data as a result of your recent posting efforts.
2. Check your Editorial Calendar and write more posts.
3. Check and track your results from posts already out there and queries you have sent.

**PM**

**Coach clients**

**Friday**

**AM**

1. Today, take the 3-6 authority sites you wish to concentrate on, carefully check every specification and requirement in the Submissions Guidelines, and create a custom query template for each one, starting from your original basic template:

**1. Salutation**

[Name of Editor]

**2. Explain what the article is about**

No more than a short paragraph. Try to use a first line to make them sit up as a hook—and try, in your headline and/or this paragraph, to show why it's different. (Your unique twist or "slant".)

**3. Include your headline** in the above paragraph

**4. Reference the theme** if you are proposing it for a specific edition

**5. Tell the editor what makes you an expert on this topic** (no more than a sentence or two, tops!)

2. Be sure to fill in the name of the specific editor for each one.  
**IMPORTANT: CUSTOMIZE EACH QUERY EVERY TIME YOU SEND ONE.**
3. Review your week.
4. Plan next week.

**PM**

**Coach clients**



## Week 4

### Monday

#### AM

1. Check responses from authority sites, copy editors, and your posts,
2. Update tracking spreadsheets.
3. Finalize and schedule your posts for the week, taking into account any requests from editors or potential guest hosts/guest bloggers.

BE SURE TO PROMOTE ALL POSTS DONE FOR YOU BY GUEST BLOGGERS, AND ALL INTERVIEWS YOU HOST OR GRANT.

#### PM

#### Coach clients

**Tuesday****AM**

1. By now, if you've written small batches of posts, you should have a nice little stash. If you haven't already selected a copy editor, devote today to selecting one (or more, if you'd like to try more than one out).
  - ✓ Ask peers for referrals
  - ✓ Visit writing-centered freelance boards like Reedsy.
  - ✓ Check out all references!
2. Approach your chosen editors and try them out with individual posts of 1,000 words or less. (These are often free, the first time.)

**PM****Coach clients**

**Wednesday**

**AM**

1. Write blog posts.
  2. Check responses.
  3. Schedule and write any posts solicited by other relevant blogs or authority sites.
- PLAN TO PROMOTE THESE.  
(Schedule promotion in!)

**PM**

**Coach clients**

**Thursday**

**AM**

1. Research offline publications.
2. Check submission guidelines.
3. Come up with article ideas.
4. Write query letters.

**PM**

**Coach clients**



**Friday**

**AM**

1. Review your month of increased content focus and creation.
  - ✓ What have you noticed about results?
  - ✓ Where are you getting the most active response from?
  - ✓ What posts and articles are generating the strongest response?
2. Update your media section and website with new data and photos.
3. Plan to expand your visibility by:
  - ✓ **Creating image quotes** featuring great lines from your best articles. (Be sure to put your website name on these and brand them with your logo and/or colors.)
  - ✓ **Mixing personal stories and business content**—but always keeping your articles and posts relevant to your core message.
  - ✓ **Creating a stronger but more controlled social media posting schedule**
  - ✓ Considering a PR agent or agency to help you, once

**PM**

**Coach clients**

<p>your increased content strategy starts to pay off.</p> <p>4. Vet PR companies and check all references.</p> <p>REMEMBER: THE IDEA IS NOT TO CREATE ONLY QUANTITY BUT TO REFINE YOUR MESSAGE AND FOCUS ON SENDING YOUR BEST CONTENT TO THE BIGGEST-REACHING PLATFORMS!</p>	
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