

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



MASSIVE MEDIA EXPOSURE

Checklist

Presented by
[MyNAMS Insiders Club](#)



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Massive Media Exposure

Checklist to Help Get Published on Authority Sites and in Other Media Outlets...

- I understand I can accelerate my authority status building by getting my content published on authority sites.
- I understand my content has to be focused, polished and up to authority site standards
- I understand I need to refine and define my message to:
 - Appeal to my ideal reader
 - Appeal to the authority site and its ideal reader too; and that its ideal reader should be the same as mine
- I have created a media kit—even if, at this point, it is just a simple media page
- I am adding authority site logos to my home page and media page as I land interviews there or place articles there
- I am ensuring, before approaching authority site, that I:
 - Know everything about each publication's editorial schedule this year
 - Know exactly which specific categories and topics they are interested in
 - Deliver the content exactly according to their preferences and guidelines
 - Deliver my content to the exact, right person
- I realize it will become exponentially easier to land authority site spots after I first appear in one—and with every other article of mine published by authority sites afterward.

MASSIVE MEDIA EXPOSURE: CHECKLIST

- I have researched top authority sites I want me or my work to appear in and made note of:
 - Their categories or sections
 - Their preferred, hottest topic
- I am aware that the less experience I have, the closer the authority site match has to be in order to convince them to take a chance on my writing
- I have started putting focused content on:
 - My blog
 - LinkedIn
- I am now in the habit of checking each publication or site I approach, to see if they have an Editorial Calendar for the year containing their upcoming themes and topics
- I am now following relevant official blogs for platforms, companies and products and keeping an eye on possible topics such as:
 - Upcoming changes
 - New trends
 - New features
 - Things that are going to affect my ideal reader
 - Rules that are going to be changed
 - Relevant upcoming events
 - Legal shifts and changes
 - Other_____
- I realize that not only will official blogs tell me what's new, they will also tip me off on hot topics

MASSIVE MEDIA EXPOSURE: CHECKLIST

- I am reading back numbers of official blocks to get a flavor and feel of what types of topics and angles are important to them
- I am re-purposing my already-branded best content by:
 - Choosing evergreen topics in past works
 - Writing articles based on points in my best-selling book
 - Turning other media such as videos or podcasts I've made into articles
 - Digging deep from personal experiences
 - Using my previous content to answer tough questions
 - Leveraging interviews with experts I have a history with
- I am taking the time to find out:
 - Exactly how each publication's editor wants to be pitched to
 - What the submission rules and guidelines are
- I understand it is standard practice query an editor first, before sending along an article
- My query simply and directly answers the following questions that all editors are likely to ask themselves about my proposed article:
 - What's the headline?
 - What's it about
 - Who's writing it
 - Will it fit?
 - Which edition can I put it in?
- My query includes:
 - A greeting to a specific editor, by name

MASSIVE MEDIA EXPOSURE: CHECKLIST

- A short paragraph explaining what the article is about, referencing the theme if it is slanted toward a particular edition
- A great headline for the article
- A line or two saying what qualifies me to speak on this topic
- I understand there will be a contract or submission terms I have to agree to, detailing both my rights and the authority site or publication's conditions of publication
- I have found and hired a professional copy-editor for my content
- I understand a copy editor is all about style, consistency and flow, as well as syntax
- I understand that a copy editor may make changes to your work, to make it flow better
- I have located a copy editor who is a good fit for me via focused methods such as:
 - Word-of-mouth recommendations
 - A writing site recommendation or link
 - A freelance director that leans heavily toward writing
- I have done a thorough reference and background check on my preferred copy editor
- I am making sure I am seen elsewhere by:
 - Putting a body of work on LinkedIn
 - Writing guest articles
 - Being interviewed
 - Interviewing other experts
 - Posting and being active on social media and forums

MASSIVE MEDIA EXPOSURE: CHECKLIST

- ☐ Creating content with other media
- ☐ Other _____
- ☐ I have made my own Editorial Calendar (schedule) and I am faithfully and consistently sticking to it
- ☐ I am querying offline authority publication as well as online ones
- ☐ I am featuring the logos of publications that my articles have appeared in:
 - ☐ on my home page and landing pages
 - ☐ On other promotional material such as my business card, flyers, posters etc.
- ☐ I am making sure I document every appearance of any sort within an authority site publication or platform
- ☐ I am overcoming any natural shyness or modesty to talk up notable appearances or content whenever a natural opportunity lends itself
- ☐ I have considered hiring a PR firm to help me promote my content and my brand
- ☐ I have thoroughly checked performance, history, results and references for any PR agency I am considering using
- ☐ I have interviewed any PR agent I wish to deal with in person, face to face in real-time (even if only by Skype)
- ☐ I have started targeting authority sites with my queries and getting my content out there—and on those sites!

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