MASSIVE MEDIA EXPOSURE

13 STEPS TO GETTING PUBLISHED ON AUTHORITY SITES

IDEA #1

BE CLEAR

Refine and define your core message and USP to as narrow a focus as possible

IDEA #2

GET FAMILIAR

Read authority sites going back at least six months to understand publication needs and tone

IDEA #3

OBEY THE RULES

Find out who to contact and what the submission guidelines are and do not deviate

IDEA #4

BRAINSTORM

Toss around unique article ideas that fit the publication and your expertise

IDEA #5

LINKEDIN FOCUS

Treat LinkedIn articles as special since they will be reviewed as portfolio samples

IDEA #6

COMPETITION

Follow at least 6 industry blogs to keep up and get ideas for topical articles

IDEA #7

SWIPE FILES

Collect headlines, articles, subjects, trends to get article ideas relevant to your niche

IDEA #8

CONTENT LIST

Inventory your own content to see what can be repurposed or rewritten and submitted as new

IDEA #9

PERSONAL STORIES

Look at your own experience to create relevant stories and case studies

IDEA #10

YOUR BIO

Create a short bio that highlights your experience and expertise - keep it crisp

IDEA #11

PITCHING STYLE

Do some research on the types of queries that work for you and that you're comfortable with

IDEA #12

TEMPLATES

Find or create a query template with the correct structure and info for each authority site

IDEA #13

CELEBRITIES

Study celebrities in your niche to see how they became well-known and what they pitch

Get know in your niche with:

MASSIVE MEDIA **EXPOSURE**

Go to the link below find out more:

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