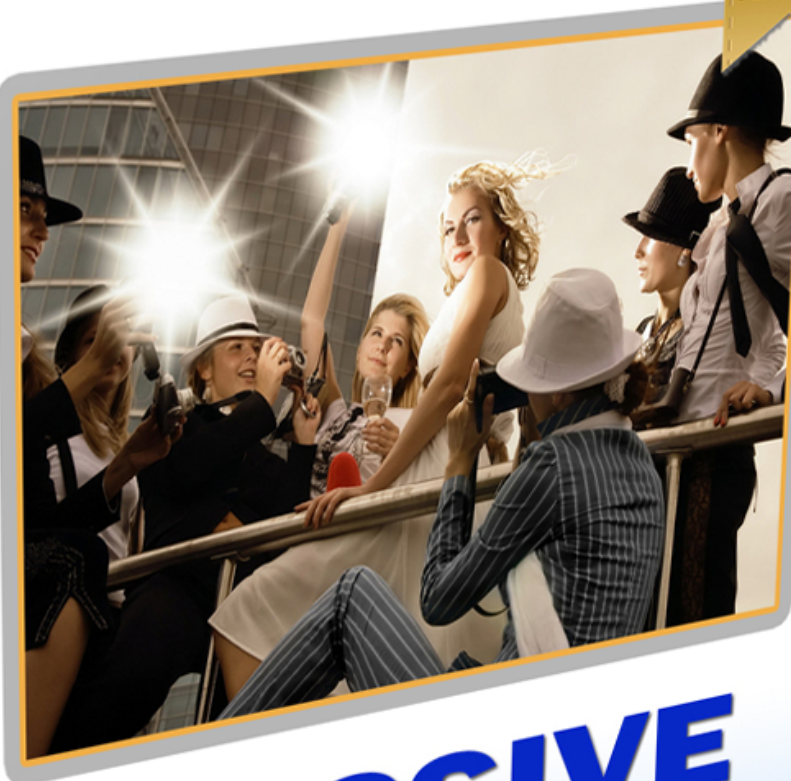


How to become the recognized expert
in your field by getting authority sites
to declare it so!



MASSIVE MEDIA EXPOSURE

Workbook

Presented by
[MyNAMS Insiders Club](#)

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Massive Media Exposure

Workbook: Getting Published on Authority Sites and in Other Media Outlets...

Use this Worksheet to create a focused plan to get your highly-optimized content on true authority sites.

Steps to Take	Actions
<p>1. Refine and define your core message and USP to as narrow a focus as possible. The exercises to the right can be done in any order, and can help you drill down to find these.</p>	<p>■ Write a mission statement, if you need one.</p> <div style="border: 1px solid black; height: 150px; width: 100%;"></div> <p>■ Put together data for your media page or kit</p> <p>■ Create a new Avatar for your business by writing a profile of your (fictional) ideal customer or client, based on your list and any forum or membership site members.</p>
<p>2. Check out the links to authority sites in the Resource directory. Read the content on the authority sites/in authority publications that interest, going back at least six months. Get a feel for the type of content, themes and sections they contain.</p>	<p>■ If you already have work on an authority site, add its logo or name (depending on its terms of service) to your home page and other materials.</p> <p>■ MAKE NOTES when you go through a site.</p> <p>List:</p>

3. For each publication or site that you explore, make sure your research includes the actions in the right-hand column.

4. Brainstorm article ideas in the right-hand column.

- Themes
- Sections
- Categories
- Hot topics

- Make a spreadsheet to contain the results of your research, so you can refer to any publication or site's specs instantly.
- Find the Submission Guidelines and make notes in your spreadsheet on specific conditions
- Determine EXACTLY who to send your submission to, by name
- Read any terms and conditions of submission
- Determine that publication's preferred method of submission

Idea	Publication

Steps to Take

5. Brainstorm articles for LinkedIn that are relevant to:

- Your message and mission
- Your ideal readers
- Publications or sites you want your content to appear on
- Upcoming Themes that you have researched
- Your branding

Actions

Idea	Theme

- What would YOU like to see articles about, when it comes to topics you've chosen?

MASSIVE MEDIA EXPOSURE: WORKSHEET

Steps to Take

Actions

6. Read through at least six official blogs or news sites relevant to your message and niche.

■ Decide on the type of posts that will yield the most fruit for you:

- 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

7. Choose at least one official blog for a field, niche or platform that you find particularly interesting and relevant, and use its headlines and articles to brainstorm article ideas for:

- LinkedIn
- Your Blog
- Authority sites/publications

Idea	Theme

Steps to Take

Actions

8. Make a list of your own existing content, with a view to repurposing it.

■ Books I have written:

■ Reports I've created:

■ Videos I could repurpose:

■ Podcasts I could repurpose:

■ Other:

Steps to Take	Actions
9. Search your own experience.	<p>■ Relevant personal stories I could tell:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>■ Hard questions I can answer:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>■ Experts I can interview:</p> <p>_____</p> <p>_____</p> <p>_____</p>
10. Write a short bio you can include with articles (no more than 3 sentences).	<p>■ My bio:</p> <div style="border: 1px solid black; height: 100px; width: 100%;"></div>
11. Decide on your pitching style.	<p>■ Read books and articles on querying non-fiction markets</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

Steps to Take	Actions
12. Find or make a general query template that works for you.	<div> <p>1. Salutation</p> <p>[Name of Editor]</p> <p>2. Explain what the article is about</p> <p>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".)</p> <p>3. Include your headline in the above paragraph</p> <p>4. Reference the theme if you are proposing it for a specific edition</p> <p>5. Tell the editor what makes you an expert on this topic (no more than a sentence or two, tops!)</p> </div>
13. Follow and study top celebrities in your niche—especially their appearances on authority sites.	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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