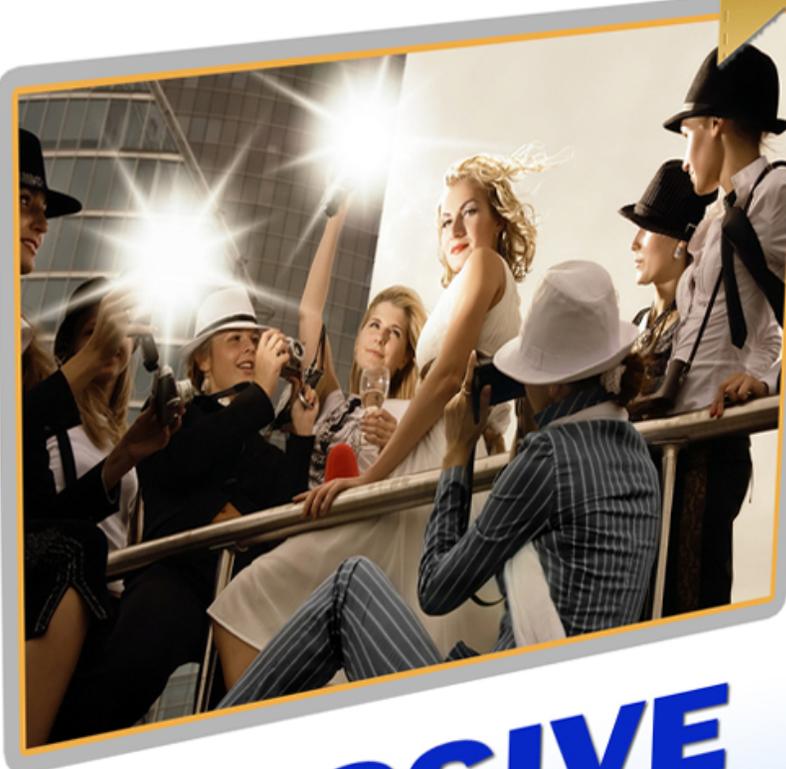


How to become the recognized expert
in your field by getting authority sites
to declare it so!



MASSIVE MEDIA EXPOSURE

Workbook

Presented by
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Table of Content

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7 STEPS TO GET YOUR CONTENT PUBLISHED On Authority Sites4

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 **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
<p>9. Search your own experience.</p>	<ul style="list-style-type: none">■ Relevant personal stories I could tell: _____ _____ _____ ■ Hard questions I can answer: _____ _____ _____ ■ Experts I can interview: _____ _____ _____
<p>10. Write a short bio you can include with articles (no more than 3 sentences).</p>	<ul style="list-style-type: none">■ My bio: <div style="border: 1px solid black; height: 100px; width: 100%;"></div>
<p>11. Decide on your pitching style.</p>	<ul style="list-style-type: none">■ Read books and articles on querying non-fiction markets _____ _____ _____ _____

Steps to Take

Actions

12. Find or make a general query template that works for you.

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!)

13. Follow and study top celebrities in your niche—especially their appearances on authority sites.

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