

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



MASSIVE MEDIA EXPOSURE

Text Book

Presented by
[MyNAMS Insiders Club](#)



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Audio & Graphics Gallery

Micro Workshops - nearly 2 dozen training sessions

Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

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Massive Media Exposure

7-Steps to Getting Published in Authority Sites and Other Media Outlets

Building a reputation as an expert in any field takes time. However, there are certain actions you can take; I won't call them 'shortcuts', because that implies skipping steps, and that's not what we're going to talk about today.

I'm going to show you how to **accelerate** your expert status by using your unique content on authority sites. Not only does getting your stuff published on authority sites brand you as an expert by association—the message to your visitors being, if you're good enough to appear on those sites, you've been vouched for by them, so you must be an expert—but your ideas, wisdom and expertise will have a far wider reach.

But first, you have to ensure your content is actually accepted for publication on these sites. That's what we're going to look at today: Turning you into a desirable commodity!

Step One: Define and Refine Your Message

If you want to be published on authority sites, you first have to be an authority.

And that means getting crystal clear on your not only your message, but also who that message is most likely to resonate with. It's not just your unique audience you are targeting, however. **You are also targeting the authority sites themselves.**

You have to sell yourself to these sites. You have to show them you will bring them prestige as an expert.

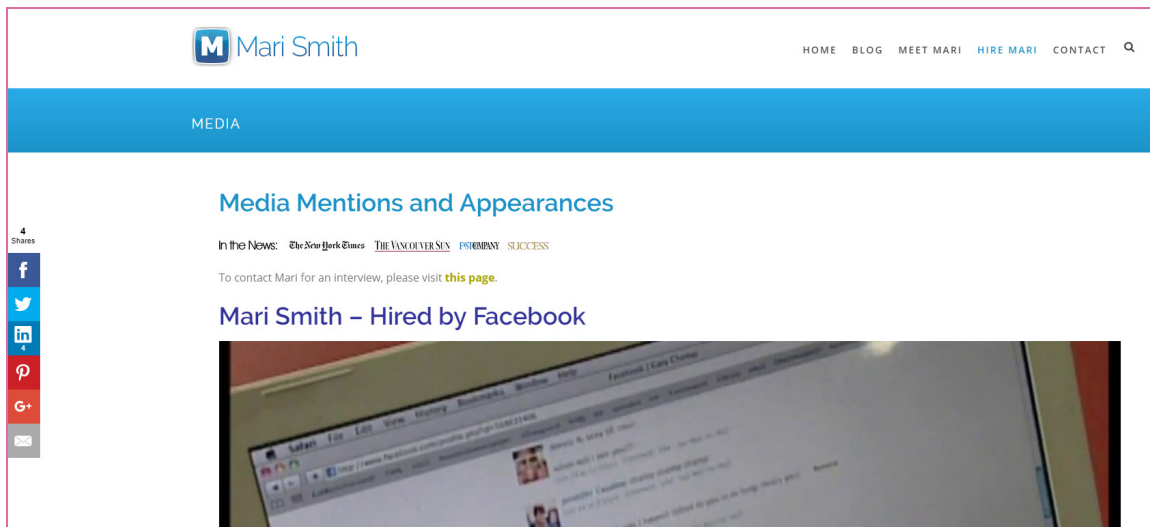
So, if you haven't already done this, make like the big guns and include a **media kit**, section and/or media sheet on your website ... and it has to contain the right information. Keep it simple.

Check out the media sections of top figures in your niche.

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For example, this is what you see straight away if you visit Social Media authority figure Mari Smith's [media section](#).

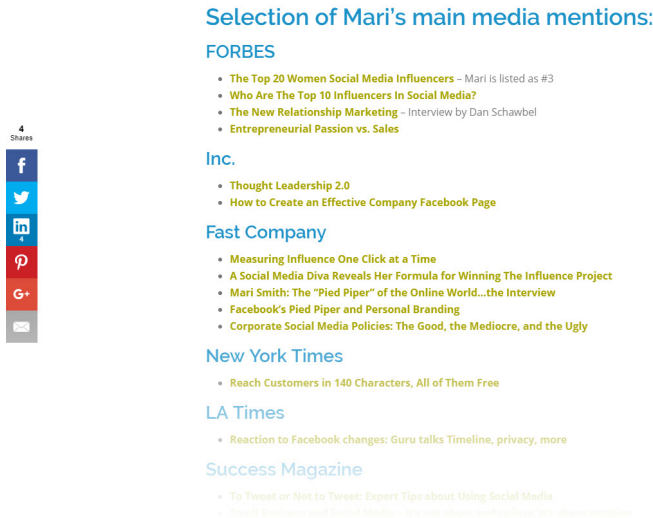


Let's look a little more closely at the authority sites featured under 'Media Mentions and Appearances'...

In the News: *The New York Times* THE VANCOUVER SUN FST COMPANY SUCCESS

Pretty prestigious publications to appear in!

You're going to be aiming for some of these exact authority sites too. As you land interviews or articles, you'll add to your Media section and post these types of names there too (AND on your home page!)



So how do you get on mainstream authority sites or online magazines like these? By being the best expert on a topic? The best writer?

If you're a celebrity already, most likely these types of publications will come to you. If you're not, you'll get your articles accepted by making sure you thoroughly research and know four things:

1. Everything about each publication's editorial schedule this year
2. Exactly which specific categories and topics they are interested in
3. Exactly how to deliver the content according to their preferences and guidelines
4. Exactly who to and where to deliver your content

Online authority sites have heavy publishing schedules. They don't have time for amateurs. You will show you're a pro not only by your expertise, but by what you present and how easy you make it for them to:

- ✓ Grab your media kit and see what they need to know quickly
- ✓ Accept and publish your article

Do this like a pro, and it won't take long before you get your first acceptance from an authority site. And once you have that first one, the rest become exponentially easier!

The next step is to **research top authority sites** and find ones most advantageous to you. You research them by first of all identifying what type of content they run. Look at their sections or categories: Opinion pieces? Personal finance? Psychology? Lifestyle?

And if they do run opinion pieces, what favored topics do they usually cover? Politics? Culture? Ecology? Family?

This is where **refining and defining** your message comes in.

You first need to know your message and mission—your unique, specific area of expertise and what people look to you for—before you can measure it against publications you are targeting, to see if you are a good fit for their pet topics and categories.

The easiest way to find out what specific categories these publications include is to look at their section tabs or titles, as well as take the time to really browse through each one, making notes on hot topics.

The less experienced you are, the closer the match has to be.

Face it: If celebrities like Oprah Winfrey or Jennifer Lawrence offer a top authority site an article on just about anything, that publication is likely to jump on it just for the celebrity value.

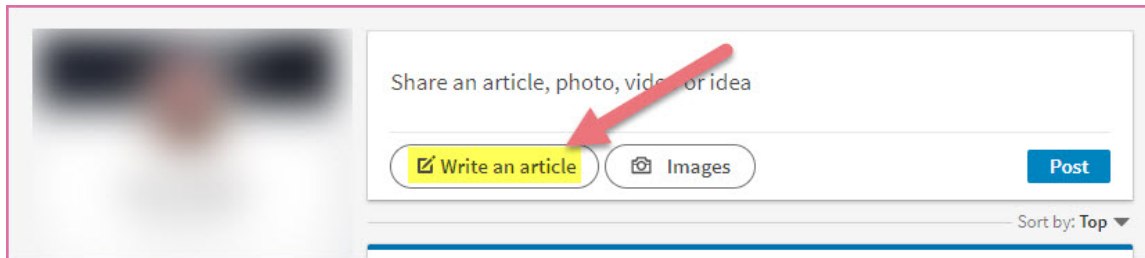
But if Wanda Woop from Williston, North Dakota, is offering them an article, it had better contain a unique, authoritative angle on a hot topic that the particular publication likes to cover!

The easiest place to start?

With your LinkedIn profile.

LinkedIn tells you who is viewing your profile, so pay attention when an editor is taking the time to check you out. This may be the first place he or she goes to look for writing examples, since he or she is almost certain to be a LinkedIn user too.

Just write (and thoroughly proof) your short article ahead of time, then log in to [LinkedIn](#) and post it. (Share it too!)

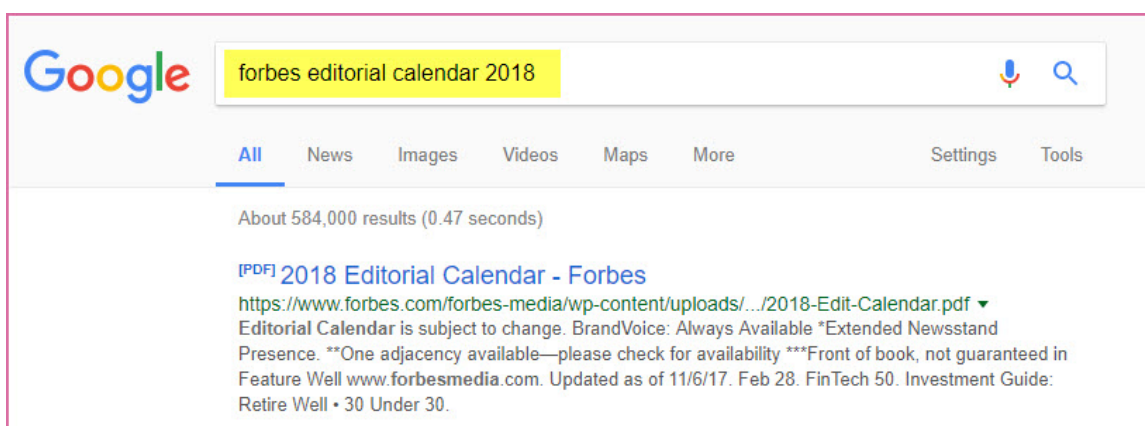


Step Two: Dig Deep with Meaningful Topics

With plenty of competition all vying for a Huffington Post byline, this is no time for thin content. And it's definitely no time for generic pieces; or even just the wrong type of article.

Once you have identified your top authority online publications or websites, research what topics they love. Then go take a good look at what's being published in your niche that relates to these categories or topics, and expand in your own unique way.

We've already mentioned checking out their sections and categories. Check to see if your chosen online publication has an **editorial calendar** (publishing schedule) available. You can check their guidelines and submissions page, but the easiest way to find out if a publication has an editorial calendar to share is to simply Google it (the name of the publication + the year you want the calendar for).



When you access any Editorial Calendar, pay particular attention to the **theme** for the month. If there is a specific theme, you can write on any topic relevant to that month's theme.

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Once you have chosen what theme to write on, read everything that is current on that theme, to see what hasn't been covered yet—and what you can speak on with assurance (or research really thoroughly).

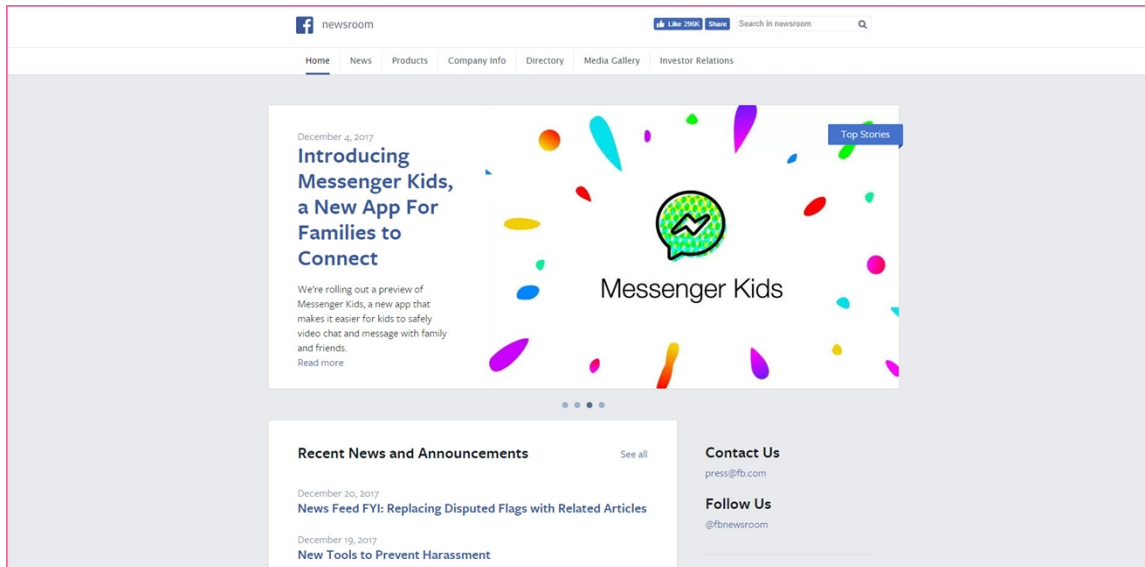
A good way to figure out what to write is to think of your expert specialty, and decide what **you** would like to see in an online article on that particular topic or niche. What's missing in current discussions? What do people ask you about in your field? What do you hear them express a need for, or complain about?

Also take the time to read official blogs. This is where you will hear announcements 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

And more.

For example, here's a look at the sort of things you'll see on [Facebook Newsroom](#):



As you see, not only does it immediately tell you what's new, it can trigger great ideas for current, hot topics—or topics closely related to them.

With other authority sites or publications, **be sure to read back numbers and articles** too—particularly those within the last six months. This will help you make sure you don't submit an article idea they've already done! And all major social platforms have official blogs, as do large companies and brands.

Another strategy—one that is great for your branding: **Repurpose your already-created content.**

- ✓ **Choose evergreen topics** such as “goal setting” or “managing your team”, if you are re-purposing content. But don't stop there—check current research and trends to see if you can give it a unique twist.
- ✓ **If you have a best-selling book**, take sections of it and condense or expand them into article, giving them a new twist.
- ✓ **Make use of other media.** For example, if you've created a podcast on “Re-framing Negative Self-Talk”, take that podcast and use it like research as the basis of a new article.
- ✓ **Dig deep from personal experience.** You can be highly personal and still ensure your story relates to your ideal reader: For example, if you coach entrepreneurs, you could write something like, “How Being a Special Needs Parent Made Me a Better Entrepreneur”.

The beauty of a personal story is that it is absolutely unique. No one else has experienced that situation with your exact circumstances, at that exact time, and in your particular way: Plus, a relevant personal story can make a strong connection on a deep level, creating an instant bond with the right reader—especially if your story is inspirational, or showcases your unique, clever solution to a problem.

- ✓ **Answer tough questions.** What do experts usually shy away from in your niche, though such questions keep coming up time and again? Make it your business to find out the answers—and share them.
- ✓ **Leverage other experts.** Look first among experts you already have a comfortable history with. Query your editor and propose the interview. Always do this, in case your choice of interviewee conflicts with another expert that particular magazine is using, that particular month; or they just did an interview between your interviewee and another writer the month before. (This is where being familiar with your chosen publication really pays off. You can avoid potentially embarrassing gaffes like not knowing they’ve just published such an interview with the same guest.)

Step Three: Follow the Rules - Always

Editors are busy. They’re unlikely to chase you down for missing information or be so fascinated by your article that they bend their own pitch rules for you.

Find out how they want to be pitched (that is, approached with an article idea), and follow their preferences to avoid wasting your time and theirs by getting it wrong.

Rushing your pitch and especially **not following their guidelines** guarantees the editor to whom you send your brilliant article or article idea will instantly toss it into the trash can, unread.

To find out exactly how any specific editor wants to be pitched, look in your chosen online publication’s **Submission Guidelines**.

Just Google the name of the publication or website + “Submission Guidelines” to quickly find the right page.

Very often, the Submissions section will tell you:

- ✓ **Who**, specifically, to submit your work to (there may be more than one department)
- ✓ **How** to submit it—by email or copy-pasted into a submission form
- ✓ **Word length** (minimum or maximum)
- ✓ **Whether or not they prefer you to query first**

Don't waste your time writing articles "on spec"—that is, hoping someone will buy or even just use your piece after you've written it. Instead, **always check the submission guidelines** to see if editors want you to query them about your article idea first.

And here's a tip you might not know:

When you see "we do not accept unsolicited contributions", this does not always mean—as many people think—that you cannot submit to them. It simply means the publication wants you to ask them first, to see if they are interested, before sending your article.

If they say they'll take a look at it, this doesn't mean it's accepted, but it's the green light that turns yours from an unsolicited article to a solicited one! If they do express an interest, be prepared for them to suggest an additional twist to it, or a slightly different slant—this does happen, now and again.

It is also not uncommon for editors to say things like, "We don't need any articles on desserts at this time but we are looking for articles on finger foods for children." So be ready to jump on that, and prove you are accommodating, and easy to work with.

How to write a killer query:

Queries should be simple. Don't try to be witty, original or clever. Don't sweat over it and agonize over it. That's where most people go wrong.

All any editor wants to know is:

- ✓ What's the headline?

- ✓ What's it about
- ✓ Who's writing it
- ✓ Will it fit?
- ✓ Which edition can I put it in?

If you have done your homework, you'll quickly be able to answer these question in about three or four super-short paragraphs. (Your query should take her about ten seconds max to read.)

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!)

Copyright: With larger publications, there will usually be a contract—even if it's as informal as a clause in the submission form spelling out your rights as well as the publication's. Be sure to understand what rights you're signing away.

First-time use only ensures that you haven't published this anywhere else. Read the fine print in contract.

Step Four: Get a Professional Copy-edit

The last thing you want is to submit a piece with typos or broken links. That might be fine for an off-the-cuff social media post, but on big sites, it will get NAMS, Inc. [MyNAMS Insiders Club](#)

you tossed in the recycle bin. Paying for a professional copy-editor (and proofreaders too, if you want to be ultra-professional) will help ensure you submit a flawless, focused article.

What's the difference between a copy editor and a proofreader?

This is another area of professional writing that a surprisingly high percentage of writers simply don't understand.

Traditionally, a copy editor checks your syntax, grammar and spelling before you publish or print the manuscript: A proofreader checks it afterwards. (This stems from the days when typesetters would take the revised and edited work and print it out on galleys—long pieces of paper—which the proofreader would then read and mark up.)

If you are freelancing online articles, what you need to remember are two key differences:

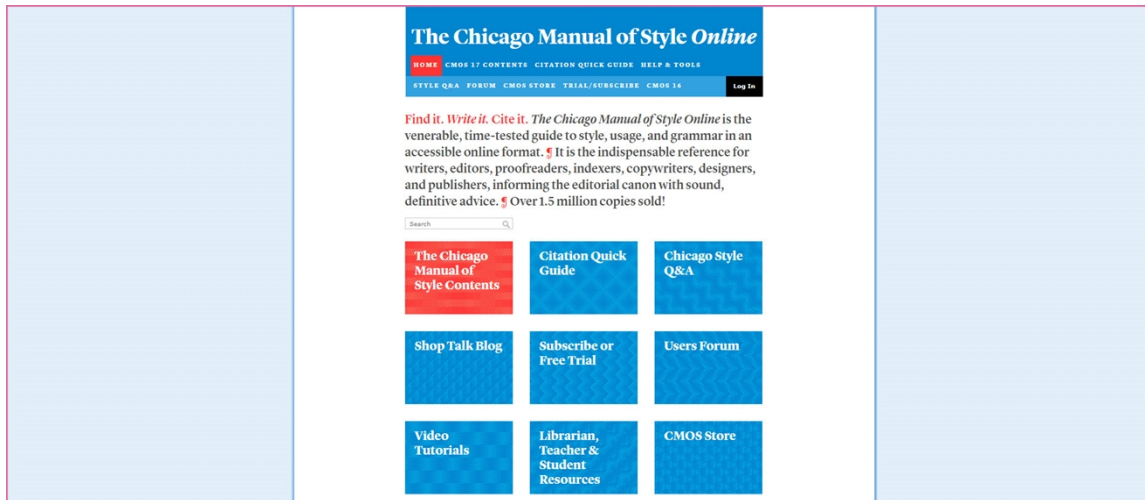
- ✓ A copy editor does more than a proofreader
- ✓ The order is always copy editor first; then proofreader

Nowadays, the two are often combined—but make sure the copy editor offering this double service knows the difference.

The words “copy edit” and “proofread” should appear specifically (and not interchangeably) in their sales copy.

- ✓ A proofreader can offer “proofreading and a light copy edit”
- ✓ A copy editor can offer “copy-editing and proofreading”

A copy editor is all about consistency and flow (how well your article reads). She will also pay attention to Style, checking your article against either an in-house Style guide for the publication you're submitting to, or a general style guide such as [The Chicago Manual of Style](#), the U.S. industry standard for non-academic writing.



A proofreader is strictly looking for mistakes and minor formatting glitches. Think of it as a final polish.

- ✓ A copy editor may make changes to your work, to make it flow better
- ✓ A proofreader will not change your text: Just catch errors

Where do I find copy-editors and proofreaders?

Word-of-mouth from other writing professionals or fellow experts is the best way to start.

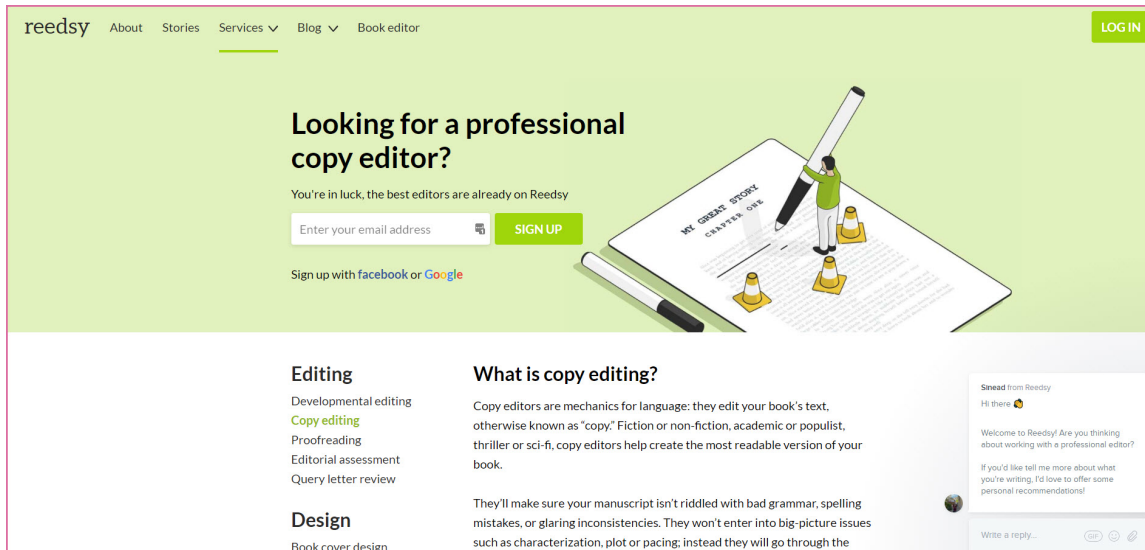
When checking out copy editor and proofreader web pages, be sure to look for proof of experience for that skill, and that they also demonstrate a clear understanding of what these terms mean, and that he or she is able to differentiate between them.

There are lots of people with writing skills but no specific editorial training on the net, calling themselves "editors". If they don't know the difference between structural or developmental editing, copy editing and proofreading—or they draw a complete blank when you ask them which Style Guide they use—you don't want them.

Good copy editors are worth every penny. You are submitting to quality authority sites, so you have to submit the highest quality work. And that means professional copy-editing, at the very least.

Writing sites are another source of tips on where to find editors, and which types to use. Since you are writing non-fiction articles, look to non-fiction writing sites (or ones that combine fiction and non-fiction, rather than fiction only).

Freelance directories are yet another option. Stick with ones that specialize in writing, such as [Reedsy](#), where you will find pre-vetted editors, among other writing and book marketing professionals.



Step Five: Be Seen Elsewhere

Unless you have an exceptionally well-written and compelling article, it's going to be tough to get published on authority sites without at least a few other publications under your belt.

Start with smaller sites, and you can quickly build up a portfolio that will make you a sought-after contributor.

As I mentioned earlier, start by putting articles up on **LinkedIn**, as well as on your blog. Before you dismiss that suggestion, consider this: Your blog probably has a reach of hundreds of people—possibly even thousands. LinkedIn, on the other hand, can potentially display your articles to large numbers of its 500 million users—133 million of which are from the United States alone. In addition, compared to other social media sites, LinkedIn's daily use is extremely high. The first statistics report of the year from - [MyNAMS Insiders Club](#)

[Omnicores](#) gives the percentage of people who use LinkedIn on a daily basis as 40%.

And 41% of all millionaires are LinkedIn users—important to know, if you’re trying to reach high-end clients. (And did you also know that “motivated” was “the most overused word on LinkedIn” in 2017?)

Whether you’re writing for your own blog, LinkedIn or a major publication, make it a practice to turn out the most powerful article you can. Make each article or guest appearance truly count.

And if you really want to add power to your content strategy, make yourself your own **editorial schedule**. Plan your content in advance, to build up a cohesive body of work with a strong theme ... one that directly relates to your branding.

Make sure you regularly query **offline print publications** too. Not only does this reach a different segment of your ideal readership, it also gives you added status as an expert and as a writer.

Writing for print magazines can also be lucrative, if you choose the right publications. Many of the most prestigious online publications—for example Huffington Post and Forbes—endow enormous status on the writer, but pay either nothing or very little.

If you’re going to dedicate serious time building up your business through your content, getting paid fees like one dollar per word doesn’t hurt! And it is all much-needed exposure.

For example, not only does the [Boston Globe](#) pay a competitive fee to freelancers, it also actually tells new writers how to increase their chances of making it into print! It virtually hands you a simple blueprint on how to succeed in getting your article accepted—on a platter!

WRITERS' GUIDELINES

The best places for new writers to start with the magazine are the Perspective column, an opinionated 800-word essay on a timely local news topic, and Connections, a 650-word first-person essay on relationships of any kind (romantic as well as those between friends, siblings, and parents and children). The following are not open to freelance submissions: Your Week Ahead, On the Block, Cooking, Miss Conduct, Dinner With Cupid.

Freelance writers are required to sign the Globe's freelance license agreement. We pay within 30 days of

Use other media to get yourself out there too. Create a YouTube channel and do short **videos** related to your written content and your area of expertise. Embed a couple of these videos in your media page.

If audio is more your thing, create **podcasts** instead of videos.

If you are truly committed to getting your content on authority sites, and building a reputation with it, then **make a plan and a schedule**, so that you are consistently and regularly soliciting sites and publications with your article queries. (That's the real way to build a high acceptance rate.)

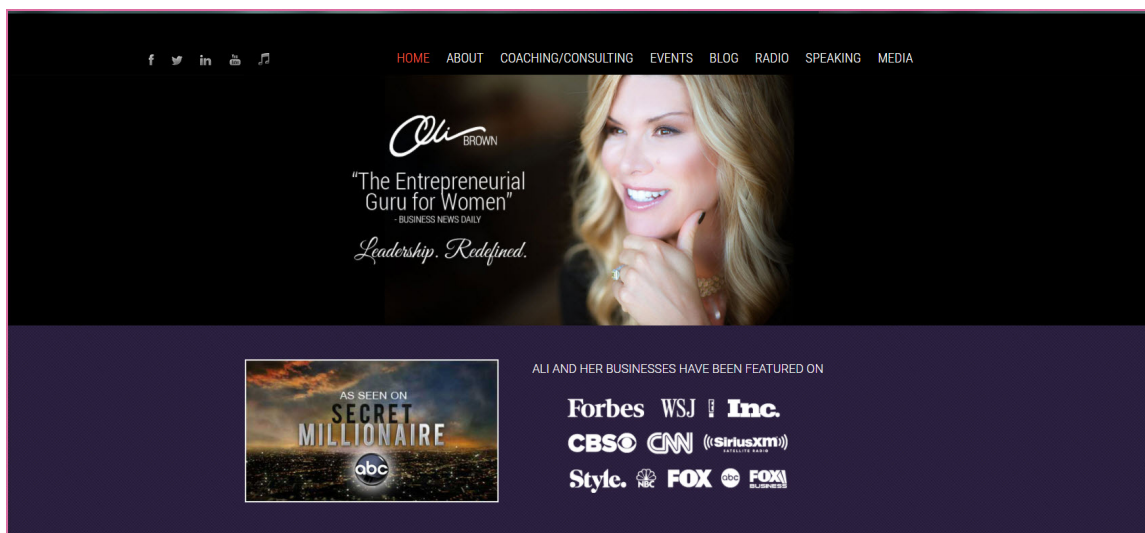
Keep your momentum going—and watch your desirability as a guest writer grow with every article!

Step Six: Blow Your Own Horn

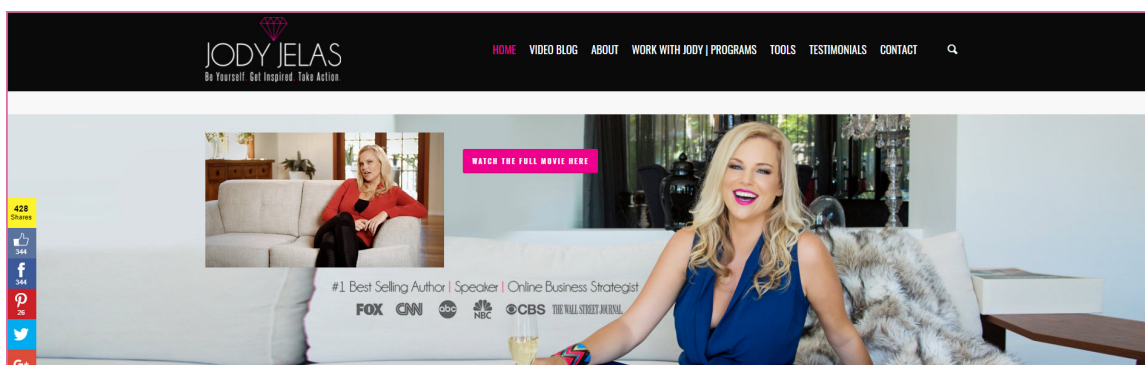
Consistently produce useful, interesting content and soon you will find yourself with articles or interviews on the best authority sites.

When this happens, don't be shy. Show off those "as seen on" logos. They lend credibility... and make no mistake, it's one of the first things big-name publications look for, when they check out your media page or website.

For example, take a look at "entrepreneurial guru" Ali Brown's [home page](#) and see how prominently she displays where she or her content has appeared.



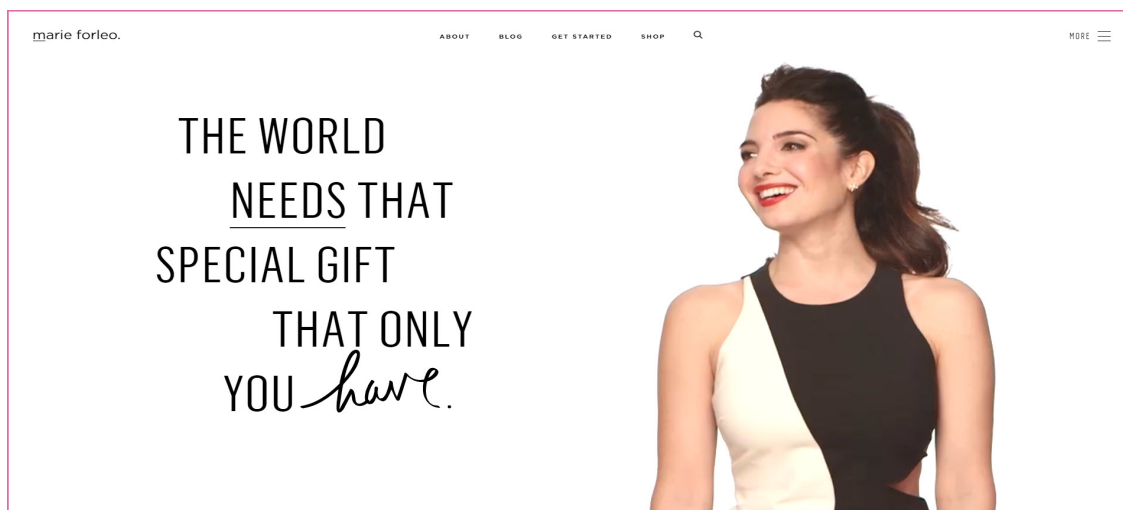
She has CNN, CBS and the Wall Street Journal and others under her belt (and on her home page).



Earning those logos and icons to display on your own website is a lot easier than you might think, if you take the right steps—starting with making a content plan and getting in the habit of posting strong, unique content regularly ... and strategically.

Remember to **document** every guest appearance or article. For example, notice that Jody Jelas has a video embedded into her blog. So too does Mari Smith, and other top coaches.

Entrepreneur Marie Forleo's entire [home page](#) is a video that simulates livestream.

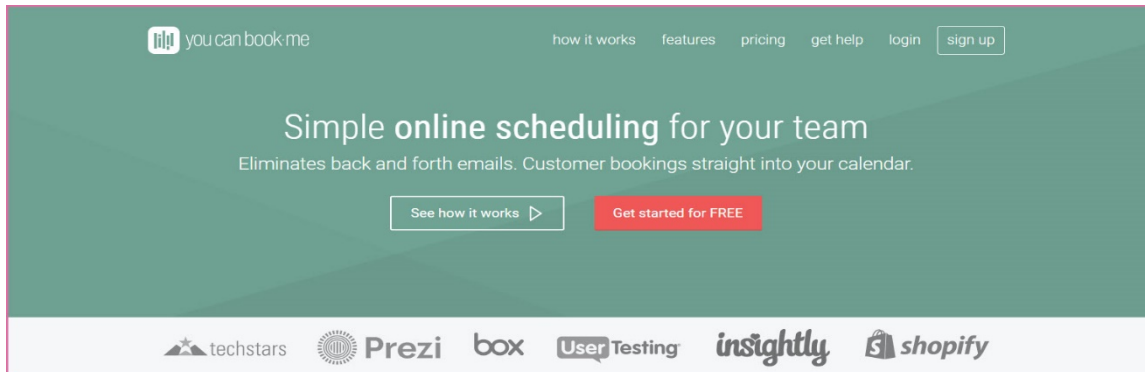


When you visit, Marie literally walks onto the page from stage right. Her most popular content is in video form, [Marie TV](#), so this strategy makes sense. Just as Oprah Winfrey needs no media endorsements on her websites, neither does Marie Forleo: In fact, if you scroll down on her blog, she features [video clips](#) of herself WITH Oprah.



Until you reach similar celebrity status, however, display those logos! They are badges of honor.

Use a scheduling app such as [YouCanBook.Me](https://youcanbook.me) to record all of your appearances—interviews, guest article spots, podcasts, webinar guest spots and videos.



In fact, you'll even notice that YouCanBook.Me displays its own version of media endorsements: Its superstar clients.

Get in the habit of checking to see where you can display or promote these "appearances". In fact, create a checklist ... and use it.

Talk about these appearances too, whenever you get the chance. Don't do it a forced way ("You know, Jimmy, when I got my Oscar...") but if there's a natural chance to say something about it in another conversation or interview.

Make sure you also **brand** other material you use with your media star spots. For example, on:

- ✓ Event flyers
- ✓ Business cards
- ✓ Bookmarks
- ✓ Cover photos for other publishing platforms
- ✓ Cover photos for your social media platforms
- ✓ About pages

✓ Posters

In fact, anywhere that it makes sense to display them. One glance at these logos, and people instantly know you are a bona-fide authority.

Step Seven: Get Help

Sometimes it's not what you know, but who. If you're having trouble getting your foot in the door, consider hiring a PR firm to reach out on your behalf.

Now, there are lots of so-called publicists and PR firm out there who will be happy to charge you an enormous fee, but you may end up disappointed with the results, so do the same thing you would if you were hiring a virtual assistant or a web designer.

Check out all their references and testimonials. Make sure they really do what they claim to have done.

That means checking out the website or contact link of every person giving a testimonial for that PR company. Make sure the testimonial giver is actually at that web address, and that you're not getting a "Domain for Sale" page.

If you can, reach out and contact the testimonial giver personally.

Sometimes, you'll get behind-the-scenes information that is priceless, such as, "There seems to be more and more hidden fees every month." But you'll also hear good stuff, such as even more glowing examples of how a particular PR person or firm helped.

Look to see if the website displays any **actual case studies** with willing clients.

In particular, **ask about or take notes on things like turnaround time, how easy it is to stay in touch with them**, and so forth.

Also, when you're checking a PR firm or person out, take note of their clients in another way. If you see endorsement from companies, they will likely specialize in promoting brands rather than people.

If you see endorsements from individuals, it's the reverse.

Take your time, do your due diligence and find the PR firm that's right for you. In addition to **checking testimonials and referrals**, decide what you want your PR agency or agent to do. Check this against:

- Your goals
 - Where you are now
 - What you need next
- ✓ **Decide on a budget beforehand**—and when you check out a PR firm's website—or talk to their representative—be sure to find out what you are getting in exchange for the hefty price tag—or light price tag, as the case may be!
 - ✓ **Google the agency or agent**, adding keywords like "complaint", "rip off", "review" or "scam". See what people are saying about that agency.
 - ✓ **Check how long the agency or agent has been in business.** Even then, what really matters is the results they have actually achieved so far for their clients.
 - ✓ **Meet them in person before you commit.** This is going to be close working relationship! Making sure you are comfortable with your PR agent is vital. You want someone who genuinely listens to your problems and ideas, who displays patience, who has an energy that matches yours, and so forth. (At the very least, have a video Skype session together.)
 - ✓ **Match the size.** Don't hire a PR agency or agent who is either too big or too small for your business. The way to tell is by the clients. Are the majority "unknowns" or just starting out, but you are already a successful, seven-figure coach? That's not a good fit. Are they all top-level entrepreneurs who regularly hob-nob with Oprah, but you're just starting out? Also not a good fit.
 - ✓ **Ask about their connections to publications and networks.** And if you don't want to ask up front, check their case studies and testimonials with an eye to where their clients were featured. Is it

obvious the agency has a relationship with CNN or Forbes, for example?

- ✓ **Get it in writing.** When considering using PR agencies with hefty fees and retainers, ask them to submit a written proposal detailing what they will do for you and the sort of results they are confident in committing to on paper.
- ✓ **Use common sense when making your final selection.** Weigh all these factors and choose the best fit for you and your business.

A good PR agency can save you months of legwork and connect you with the right media giants straight away ... but only if you and your business are ready to party!

So, are you ready to step up and start displaying those well-earned icons from top authority sites and networks on your website and materials?

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