

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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Table of Content

Massive Media Exposure4
Checklist to Help Get Published on Authority Sites and in Other Media Outlets...4

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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