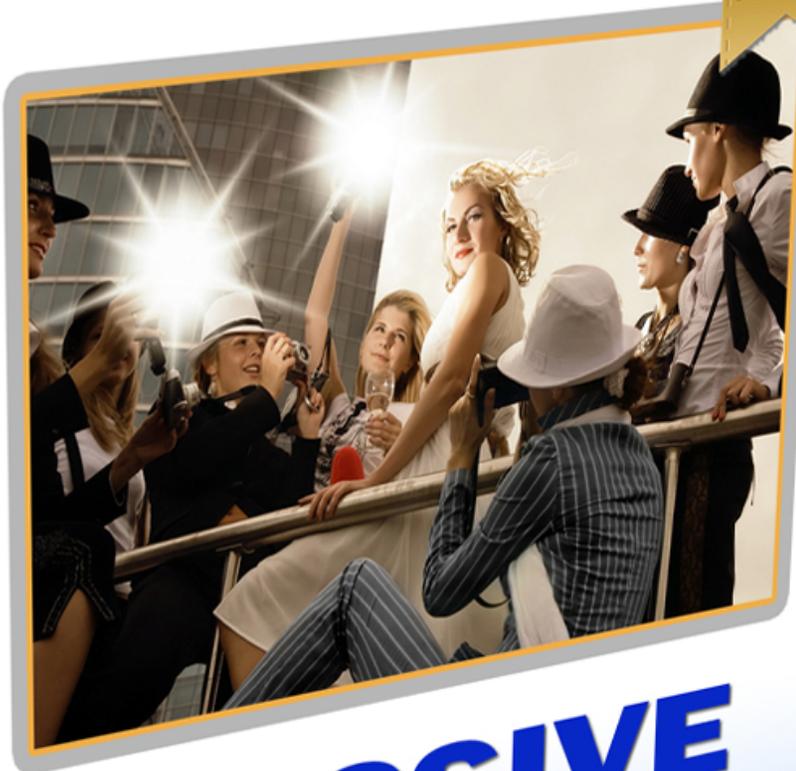


How to become the recognized expert  
in your field by getting authority sites  
to declare it so!



# MASSIVE MEDIA EXPOSURE

Tools & Resources

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

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...



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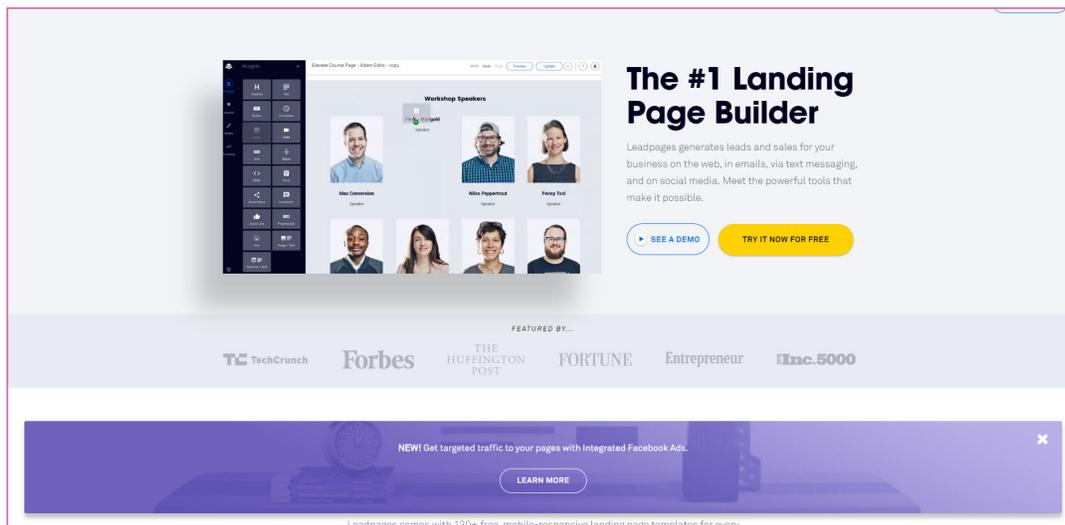
# Massive Media Exposure

## Tools and Resources Directory Getting Published on Authority Sites and in Other Media Outlets...

It would be naïve to think that getting your content published on authority sites rests on the quality of a submitted article on its own. Achieving this result depends on taking care of the bigger picture which means positioning yourself as an authority in your own right, worthy to take your place alongside other prestigious guests.

These twenty-one resources will help you achieve that presence.

### LeadPages®



Create polished, professional web pages of all sorts—not just landing pages, but confirmation, thank you, download pages, video pages, and more. However, it's not just handy for easily creating beautiful pages. With its built-in optimization, its real super-power lies in its lead-generation capabilities, which can help you capture sign-ups and sales, and grow your list quicker than ever before from social media, pop-ups, email and text messaging (as well as from landing pages).

Host your pages on your own site or at [LeadPages®](#) while choosing from easy-to-customize page templates. Integrates with over forty marketing and sales apps.

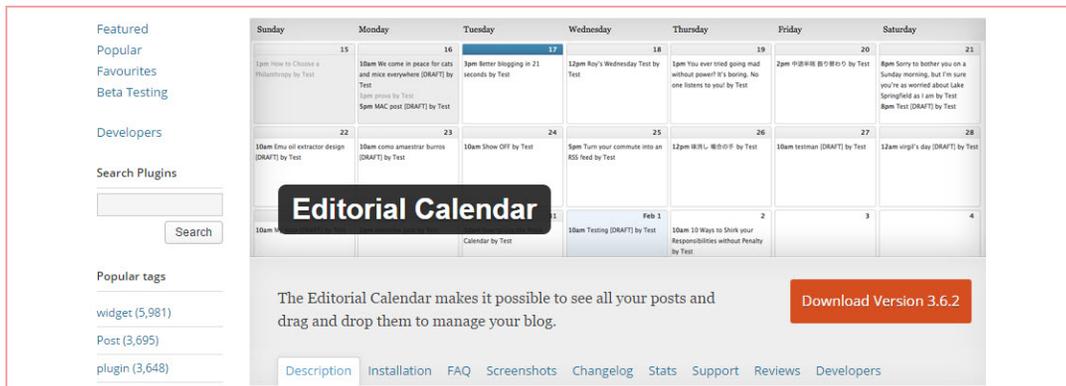
**PRICING:** \$17.00 per month (2-year contract). Other pricing options, including annual and monthly, available.

## [ShareThis](#)

Make sure your sites are all optimized with sharing buttons. Share This offers easy installation, a variety of sizes and placements for the buttons you create, notifications when a post goes viral, and A/B split-testing.

**PRICING:** Free.

## Editorial Calendar 3.6.2



Install an Editorial Calendar directly into your blog dashboard via this top-rated, free WordPress plugin. Gives you a great instant overview of the ebb and flow of your posts, plus you'll be able to see which are still in draft form, and which are not.

Handy also for pre-scheduling posts.

**PRICING:** Free.

## Trello

Trello is invaluable for helping you organize all your writing projects. It provides you with a visual interface, including lists, boards and cards to help you prioritize your writing—and keep it organized.

You can use it as a powerful Editorial Calendar, integrate your favorite apps into its workflow, and even manage a team. On top of that, Trello is always in sync with your all your devices, so you can use it anywhere.

**PRICING:** Free basic account. Paid plans start at \$9.99 USD, paid annually.

## Airtable

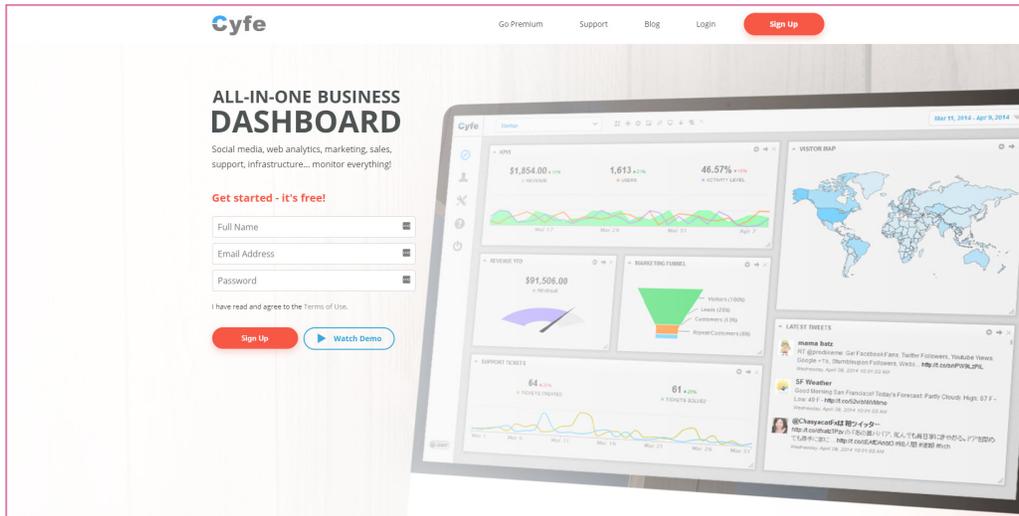
This spreadsheet app may be the answer to your prayers, if you have trouble creating spreadsheets. This acts like a database, so you can track pitches and stories you are processing.

It's not just for writing, however. You can use it to organize and track teams, people, clients, contacts, ideas and anything else you want. You can add links to other tables, as well as rich fields such as checkboxes. And you can plan events or set up and manage advertising campaigns.

Take the tour and see in less than two minutes all the things Airtable can do for you!

**PRICING:** Free basic account; paid plans start at \$10.00 USD per month, billed annually.

## Cyfe



This online management dashboard is super-intuitive and lets you manage your blogging, email, web monitoring, tracking and even your advertising from one central dashboard. Its graphic overview is great for visual thinkers, and it offers a multitude of pre-built-in widgets. You get data exports, real-time reports, widget goals and alerts, data mashups ... and, on top of all that, social scheduling and publishing.

**PRICING:** Free, but you can Go Premium for \$19.00 USD per user, per month (\$14.00 USD, if paid annually.)

## MeetEdgar

This intuitive social post scheduler is not just a manual set-and-forget type. It is intuitive and uses your own post response and data to generate a mix of your new and also older, evergreen posts.

Edgar keeps working even after you've left, sharing and re-sharing at the right pace for you (one you can decide on, yourself.) Especially great for choosing and re-using archived posts when the right topics arise.

**PRICING:** \$49.00 USD per month, with 25 accounts, billed annually or monthly (your choice)

## CoSchedule



This dashboard/calendar allows you to create and schedule your social promotions in one place, as well as manage large teams and clients. Includes strong, easy analytics for performance enhancement.

You can also implement and execute complete marketing campaigns in your CoSchedule dashboard.

**PRICING:** Starts \$40.00 USD per month for 1 user (billed annually).

## Button Optimizer

Increase sign-ups to your list by customizing your sign-up button (and any other button you create). Choose your branding colors, and copy-paste your code into your website.

**PRICING:** Free.

## Dragon Anywhere

Android and iOS app that turns your phone into a powerful dictation machine. 99% accuracy promised, with the capability to dictate and edit sizable documents. You can format and share them instantly—no downloading to your PC.

**PRICING:** Starts at \$15.00 per month, billed monthly. 1-week free trial (credit card required)

## Learn How to Step Up your Personal Brand Image & Make Your Wardrobe & Personal Brand a Perfect Match



A free video interview with Scarlett De Bease of [ScarletteImage.com](http://ScarletteImage.com), presented by Holly Chantal from “The Land of Brand” on dressing in a way that is totally you, and helps you represent your brand with confidence. Scarlett points out that dressing in way that truly represents you can empower you with genuine confidence—and she share tips and tricks for tying this in with your branding.

**PRICING:** Free.

### **Stop Stressing About Dressing** by Scarlett De Bease

In this fun, practical book, Scarlett De Bease delivers a complete “how to” system and lots of original tips on how to dress not only for your body type, but also for success. Even if you hate shopping, are cash-strapped and love to hide in dull clothing, Scarlett’s book will get you excited about and connected with your body again, solving problems on very front: From back lumps to tackling dreaded topics. (“Do You Know Where Your Breasts Are?”)

**PRICING:** \$7.95 USD (Kindle); \$12.00 USD (Paperback)

## The Land of Brand

Follow Branding coach, Holly Chantal, for in-depth branding information—and check out her programs.

**PRICING:** Programs and options vary. Lots of free information and videos.

## SelfControl



App that lets you block yourself out of websites that distract you, for as long as you want.

**PRICING:** Free. For MAC users.

## Dragon Naturally Speaking 13 Premium

The full-featured voice recognition software for your PC. Executes voice commands “faster than you can type” and allows you to dictate to your hearth’s content.

**PRICING:** \$199.99 USD (for both download and physical versions)

## Videomaker FX

Wonderfully easy video creation software with multiple features and effects. Stand-alone software download. Multiple video styles, animation effects, fully MAC and Windows compatible.

**PRICING:** \$37.00 USD (one-time fee)

## Toggl

Easy time-tracking app that allows you (with one click) to track usage and deadlines. Browser extensions allow you to track time using any one or more of the hundred-plus web tools, anywhere on the web.

**PRICING:** Free basic account; paid plans start at \$39.

## Is it Legal to Use Media Logos on Your Website?

**IS IT LEGAL TO USE MEDIA LOGOS ON YOUR WEBSITE?**



**Guest Post by Elizabeth Potts Weinstein**

You've seen those "As Seen In" logo collections showcasing every media source in which a company, product, or person has been featured.

But every time I saw these collections, I put on my lawyer hat and wondered ... is that legal?

There are two major legal issues when you use other people's logos on your site: trademarks and copyrights.

**HOW TRADEMARK AND COPYRIGHT LAW AFFECT HOW YOU CAN USE MEDIA LOGOS ON YOUR SITE**

Media logos are trademarks of that particular media company. But there are circumstances where you can use the trademark of another company in your



Brigitte Lyons is a PR and marketing consultant who helps creative entrepreneurs and small businesses hone their message and get known. [Read more.](#)

Brigitte Lyons, PR Agent and founder of B agency, brings us this helpful guest post by Elizabeth Potts Weinstein, discussing the correct way—and incorrect ways—of using authority site logos on your own website.

## A Newbie's Guide to Writing for the Huffington Post

An honest and helpful look at what it takes to break into writing for the Huffington Post nowadays, by Page Barnes, who admits she is fairly new to that platform.

She mentions their new contributor platform, Athena, and some of its problems. Make sure you also check out this [Athena Review](#) too.

## Submission Guidelines for Entrepreneur.com

Tells you what Entrepreneur.com is looking for, and what steps to take before uploading your submission.

## **How to Write for Forbes**

It's getting harder and harder to get accepted by Forbes, let alone get an article published.

But Josh Steimle had more than 164 articles published on Forbes. Now, he helps his clients do it as well.

Click the link above to see his best tips on how to make it happen.

## **Don't get your heart set on one particular authority site**

Be open to other opportunities and actively seek them. When you are considering any particular authority site, decide what your goal is, and if the advantages and drawbacks of each particular platform make it worth it.

Take your content strategy seriously, use tools and apps to help you work efficiently and track your submissions, and be consistent. Stick with your editorial schedule and strategy, and it won't be long before you are seeing your name featured as a contributor to authority sites too!

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