



But WHY?



Influence = Power

More reach = more sales

Bigger message!



OLD WAY

- Be a star and a celebrity
- Write a bestselling book
- Hire big PR
- Push really hard
- Do as much national TV as possible
- Get on Oprah
- Make it all about you

NEW WAY

- Be a Visible Authority
- Target & reach your exact audience
- Be strategic about time & energy
- Focus on service, results, & sales
- Make your partners heroes

Developing Your Platform



PR/Media

Your List/Newsletter

Social Media





PR/Media
*Get Clarity, Get Credibility,
 Get Connected*

Get Clarity

- **WHO** are you trying to reach?




Get Clarity

- **What media do they consume?**
 - Magazines
 - Newspapers
 - Blogs
 - Websites
 - Social media
 - TV/YT channels
 - Radio/Podcasts




Get Clarity

- What are you really selling?





Get Clarity

- What is unique about what you do?




Get Clarity

- What are you known for?
- Key messages
- “Like X for Y” statement

After Clarity...



Build your credibility



Get Credibility




Get RESULTS for people!



Get Credibility



- Write versions of your bio
 - 100 words
 - Two paragraphs
 - 1-2 pages




Get Credibility




- Social Media Positioning

 Expert Visibility

Get Credibility



- Write a book!
- (Chicken & egg question)

 Expert Visibility

Get Credibility



- Speaking

 Expert Visibility

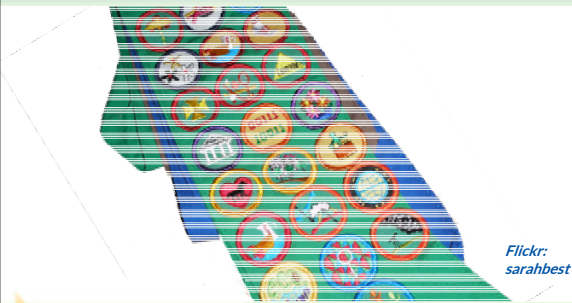
Get Credibility



- Media training



Get Credibility



Flickr:
sarahbest



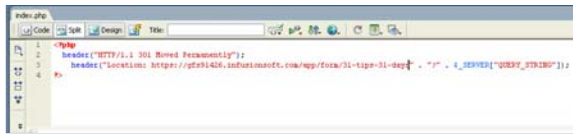
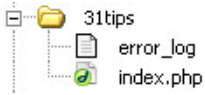
Get Credibility

**yoursitename.
com/media**

- Press kit/
media page



Quick Tip: Shortcut URLs



Quick Tip: Shortcut URLs

- /freetips
- /media
- /31tips
- /book
- /buybook
- /products
- /learnmore
- /quickstart
- /wallet
- /simplifiedivision
- /samplechapter



Get Connected



Get Connected

- Invest in PR services
- Different dynamic if you have “people”



Get Connected

- Old fashioned networking!



What Does the Media Want?

- Fresh, relevant content
- Remember, “MEAT” of your pitch



What Does the Media Want?

- Easily digestible, compelling, entertaining information



What Does the Media Want?

- NEWSWORTHY items
 - “news pegs” or “news hooks”



What Does the Media Want?



- Free offers
- Free reports
- Printables
- Giveaways
- Contests /Sweepstakes



What Does the Media Want?

- Legitimate expert sources
 - “bestselling author”
 - “founder”
 - “leading blogger”
 - “owner”
 - “creator”
 - “as seen in”

“Media begets media.”



What Does the Media Want?

- *Reliable and helpful* expert sources
- Make them look good
- Make it easy for them!




Remember LEAD TIME!

- Print monthlies = 6-9+ months
- Weeklies = 3+ months
- Daily TV/radio/newspapers/digital = 2-6 wks






Your List

One of Your Best Assets!

Your List is Everything!



- Your ATM!
- How are you capturing leads?
- How are you staying in touch with them?



What You Need



- Right tool
- Irresistible Offer



What You Need



- Right tool
- Irresistible Offer
- Consistent contact
- Valuable content
- Relevant partners





Social Media

Strategies Save the Day



**YOU'RE DOING SOCIAL MEDIA
WITHOUT A STRATEGY?**

TELL ME HOW GREAT THAT'S GOING.

Where Do You Start?



- Present Participant, or
- Intentional Influencer?



Organic vs. Conventional



Demographics

- Facebook: Most popular, 83% of online women and 75% of online men, best for Millennials & Gen X
- YouTube: 55%/45% male/female, reaches 18-49 more than any cable network!
- Instagram: 38% of online women, 26% of online men, 90% are under 35



Demographics

- Twitter: Oversaturated. 22% of online men, 15% of online women, mostly 18-29 y/o, 53% never post any updates, little time spent there
- Pinterest: Most evergreen. 45% of online women, 17% of online men, 18-64 y/o, best longevity of posts
- LinkedIn: B2B, professional/corporate. 31% of online men, 27% of online women, high income



Planting Seeds

Post frequently & regularly,
4:1 ratio of helpful content
to sales info



Planting Seeds

USE
PICTURES!
Show
YOURSELF!



Cultivating



“Connectors, Collaborators & Competitors”





- Who is your target customer? Write to me about your persona/avatar.
- Media wish list: Good, Great, & Glorious!
- Key messages: 5-10 things you want to put out there in the world
- “Like X for Y” statement
- 100 word bio
- Your thoughts on Social Media strategy: which ones, how much