

MEDIA EXPOSURE:

Your On-the-Spot Credibility Boost



MEDIA EXPOSURE: YOUR ON-THE-SPOT CREDIBILITY BOOST

Media exposure. Just the thought of putting your business out there in the media scares some businesses owners away. Many businesses are unsure if there is any value in it. Is it worth the time and all the effort they have to put into getting media exposure?

According to Shannon Cherry, marketing and PR specialist at shannoncherry.com, “Any business that has received that coveted media exposure will tell you it was well worth the efforts.” (Source: <http://blog.shannoncherry.com/3725/publicity-and-p-r-why-avoid-it/>)

Your credibility is everything in the world of business. It's the factor people use when determining if they can count on you, if they want to do business with you and what they can expect from your business. Media exposure can help build your credibility.

In fact, media exposure can be one of the best and quickest ways to boost and showcase your credibility and authority. For instance, if you are an author, PR exposure is one of the best ways to promote your book. When your book is mentioned or featured in some form of media such as print publications or radio, people will pay attention. They will seek out your book and buy it. In addition, other media places will take notice and offer to do a piece on your book too.

Media exposure can be the key to success.

The credibility boost you get from media exposure can help to:

- Establish your business as an expert in your niche space.
- Bring consistent messages to multiple audiences.
- Can get you third party endorsements over and over.
- Can increase traffic and new customers.

Executing a successful media relations program into your marketing plan requires an understanding of the process and the many ways you can get media coverage. You need to understand the different audiences that the different media sources cater too. You'll also need to know your own brand and what you can offer the media in return for their coverage.

In this report, you'll discover ways to showcase your credibility, lots of ideas on the variety of ways to get media exposure and what the media wants from you.



Ways to Get Media Exposure

Media exposure used to be sending out a press release or being featured in a print publication, radio or television. No longer is your business limited to these three types of press coverage.

With a little imagination and thinking outside the box you can get media exposure in a variety of ways, most of which are free.

1. Get your service or website reviewed. You can get this done on LinkedIn.com. Many professionals network on this site, meet new clients and obtain new customers and connections here. It's one of the best places with a new service or product they want reviewed to begin.

Your credibility will get a big increase from having other like-minded professionals review your site, product or services.

2. Appear in podcasts or radio shows. Sign up for RadioGuestList.com. This site sends out daily emails of shows looking for guests.

3. Create a Press release to send out to journalist in your niche. Or use PRWeb.com or some other press release site to send out mass emails of your press release.



4. Approach other bloggers to cover your business. Let them know what's new and happening in your business. Ask them to promote you in exchange for your doing the same for them.

5. Offer to write a guest post on popular and influential blogs. Most bloggers will allow you to include a resource or about you blurb at the end of your article.

6. Create a media page on your website. A media page demonstrates you're an authority in your field. Include on your page the following elements:

- One or more professional photos of yourself.
- A list of subjects and topics you are able to discuss. (I.E. John Smith is available as a source for interviews on book publishing and internet marketing.)
- Both short and long bios the media pros can use. Include quick facts that would interest a reporter.
- Make it easy to reach you by including your contact information, which includes a cell phone number and an email address.
- Also add any past media coverage including a list of the outlets. You can always add these in later if you don't have any yet.

Also on your website, be sure to create a media logo file of where you have appeared. Promote past appearance on your home page or sidebar or your website. Media pros like to work with experienced sources.

7. Use HARO to get press in news sites and blogs. Founded in 2008 by serial entrepreneur Peter Shankman, HARO stands for Help A Reporter Out. It sends out daily emails of journalists who are looking for help on stories. It connects around 30,000 reporters and bloggers, over 100,000 news sources and thousands of entrepreneurs. Regardless of your business size or scope, HARO is a great resource for getting mentions in the press that you might not be able to get otherwise.

Sign up for the service and indicate your field of expertise. You'll begin receiving emails three times a day with queries specific to your chosen categories. From there you can begin sending out responses. Be a resource to reporters by focusing on being exceptionally helpful to what the reporter needs.



8. Social media is one of the fastest ways to get media coverage. Social media channels should be proactive tools in your marketing. When you closely communicate with your current clients and customers through social media, you become a trusted source of information to them. In turn, they share their experience with their circles who in turn share with their circles creating an ever –increasing number of people who see you as an authority in your niche.

9. Use Twitter to search for reporters, producers, and freelancers who report on your industry. One site that lists regional and national reporters on Twitter is Muck Rack (<http://muckrack.com/>). Follow them. They may even follow you back. Be sure to share compelling content on all the social media channels including Twitter.

10. Make sure to blog often. The more you blog the more you show up in Google searches. Reporters, writers and producers will Google to find sources. Show your authority in your field by writing about topics in your industry and those with current news.

11. Get media coverage in your own backyard by going local. Local newspapers, journals, magazines and news programs are continually looking for stories and sources. Local sources are always best for them. Pitch relevant ideas to your local media channels. Local stories can often lead national coverage through syndication.

12. Write for a major blog. Your posts will be read by a larger audience and reporters pay attention to these blogs as well.

13. Write a niche book for Kindle or self-publishing. Amazon is a place where reporters look for sources to interview. They know that authors are authorities in their subject. Stand out by

writing a book on a specific niche topic in your industry. Being an author makes you a credible source and an instant expert.



14. Do good deeds. You can endear your business to both media and the public by doing something good for others and charity. It can be anything from a donation to a charity to sponsoring a local organization.

15. Talk to journalists. This sounds obvious but can often be overlooked. Get on the phone with journalists who have received your press release. Go back to those who seemed interested but didn't want to interview you at the time. Give them good stories and build your relationship. Soon these same reporters will be contacting you for comments and interviews.

16. Leave relevant comments. Read current news stories online and if you have something to add to it, leave a comment for the journalist.

17. Visit city council meetings in your town. Connect with reporters and other business leaders who can spread the word about your business news.

18. Host an event and invite the local media. For example, host a two day event for crafters and invite the media to cover the classes or up and coming crafters.

19. Pair up with other business owners who are getting media coverage. When multiple businesses combine their efforts to do something nice for the community, sponsor an event, give something away for free or even sell a packaged product, everyone works less.

With a little imagination, getting media coverage for your business can be easy. You will get better results in media coverage by building relationships, providing relevant and timely information and being available when the reporter does call.

Types of Expertise They Expect

You know all about your field and can probably carry on a long interview. But you need to know exactly what type of credibility the media are looking for before you pitch to them. Here is a list of the most common things the media expects.

- You have a focus and an opinion. It's essential. Choose your niche and your topic and focus clearly on that alone for your press coverage

- You need to know what your product or service is all about.
- You have to know what makes your offering unique.
- Why will it appeal to their readership? They aren't interested in why your readers like it. The media outlet wants to know that it will appeal to their readers.
- Give testimonials of what your customers say about you.
- Show where you have been mentioned in the media previously.
- You have a following on social media and your blog.

How to Make a Good Pitch

Now that you've researched areas to get media coverage, you're ready to make the pitch. Here are some simple tips to make a good pitch.

1. Grab their attention. Tell them why they should be writing about your company or service. Blow their socks off with a fascinating tidbit, maybe something like why you started your company. You can do this by thinking about what the headline for the story might be. Communicate your passion for your product within your pitch.

2. Keep your pitch brief and snappy. It should be shorter than three minutes for a live pitch. An email pitch (which by the way, is okay to do), you should keep your pitch to a few short sentences or paragraphs. Make sure you include any relevant contact information.

3. Make your media pitch different from your investment pitch. Also don't use the same pitch to contacts in the same media outlet. Journalists, writers, bloggers or video producers are interested in your quirky, cutting edge and news trendy bits of your journey. Also don't use a sales page type of selling; you aren't trying to sell your product, you're trying to sell your story. Make it exclusive to each individual journalist.

4. What's the lesson or takeaway of your story? Media outlets normally want stories that provide lessons for others. Give them something unusual or unique you've done that others can learn from. For example, have you managed your employees in a unique way or found a creative solution to your financing?

5. Don't be afraid to share your challenges and mistakes. Being business owner is difficult. Media sources want to hear about any obstacles you're facing now or have faced recently and how you've overcome them. The more honest and sincere you are the more interesting your story will be.



6. Spend time building a targeted list of bloggers, writers and journalist who will most likely benefit from your story. Your story needs to align with their area of focus.

7. Start with a personal reference to something they have written. Most people respond best when they're given personal attention. Check out their profiles on the social media channels. Do some research before pitching a story to a journalist.

Making your pitch should be about your story and what you can offer the media source. Keep in mind why and who you're pitching your story to when writing it.

More Media Exposure Tips

When you are making your pitch, offer something that will boost their credibility as well as your own.



Your story should be interesting enough to bring in readers and commenters for the media outlet.

You should build a worthy relationship with each other so that you are a credible source in the future.

Respond to inquiries quickly and with the right information.

Blog about your press when it's relevant.

Offer to blog about them, especially if they are another blogger.

Showcase your credibility by sharing where you have been featured.

Explain chronologically in your story if possible.

Provide information from most important to least important if chronological time isn't relevant.

Answer the obvious questions of who, what, where, when why, how and so what.

Stay on topic. Don't meander all over the place.

Offer to be a regular guest.

Offer to write a column on your expertise and specialty for their online website or for a local print publication.

Send an email thanking the writer for their time or talking about how great you thought the story was.

Use short sentences, avoiding slang, industry vernacular and abbreviations whenever possible.

Offer suggestions on the angles you think would make a fantastic follow-up story. Just about any story is a part of a long-running issue.

Give reporters connections to experts you know if they are interested.

Treat the media outlet with respect. Be friendly.

Instead of pitching, engage the media journalist in a conversation. Ask them for advice.

Pass along relevant information reporters are interested in even if it has nothing to do with your business.

When sending out emails, send personalized communications.

Be aware of their deadlines. Get your information to them before the date they ask for it to be sent.

Take advantage of editorial calendars to know what the media outlet will be covering. Pay attention to the closing dates as well.

Know about the media outlet's focus and the blogger's style of writing.

Provide real world examples of how your business succeeded when using the technology or helping your client.

Know what the editor is looking for.

- Some want news stories while others are looking for the unusual story or fascinating company practice.
- Some want to see case studies that relate to the publication.
- Media love stories with real examples of how their company differs from their competition.
- Read previously written articles and know their audience.
- Keep your press release headlines short and catchy, usually five to seven words in length.

What to do next..

Getting media coverage for your business, product or services can boost your credibility in a big way. In fact media exposure can be one of the quickest ways to build your authority. It can establish you as the expert in your niche, bring third party endorsements to your business and ultimately, increase traffic and bring in new customers.

Now is when you need to begin doing your research. Find different media outlets and sources that you can begin building relationships with. Learn what they are looking for, their style of writing and how you can help them.



Explore different ways you can get media attention. It's not limited to press releases and television interviews. Be open to social media channels, other bloggers in your niche, your competition and even doing events and charity work. Think of unique ways you can be in the spotlight both online and offline.

When you are ready, begin pitching ideas for stories to the media outlets. Be respectful and friendly but professional as well. Make sure there are benefits for the media outlet as well as for you. Let them know what you can do for them. In the end, good media coverage can go a long way in building a credible business and long term relationships with media outlets.