

Media Publicity and Authority Marketing



PRLEADS

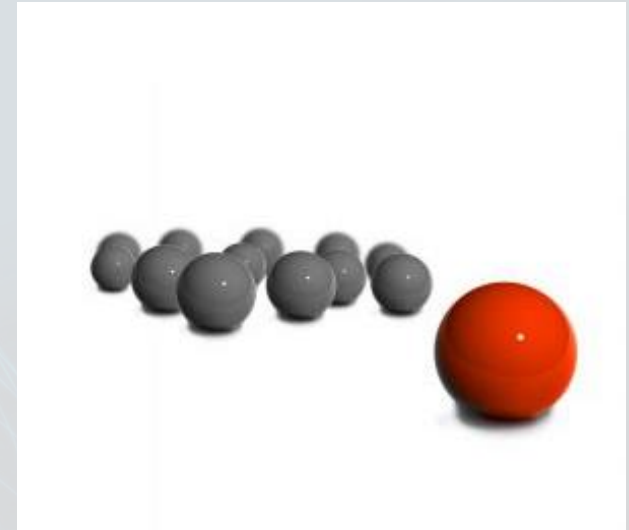
Dan Janal

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Benefits of Being an Authority

- Stand out from the crowd
- Own the category
- Get more business
- Get your fee
- Raise your fee
- Have publishers contact YOU
- Have prospects contact YOU
- Have other thought leaders contact YOU



What Does It Take to Be an Authority?

- Visibility
- Books
- Speaking
- Top of mind awareness
- Point of view
- Thought leadership via the media
 - Visibility in the media
 - You are quoted (PR LEADS)
 - You write (articles, op-ed, letters to editor)
 - Your writings are shared (social media, forwarded)



Dan Janal
President & CEO, PRLeads.com

FEATURED IN:

The New York Times USA TODAY Forbes npr INVESTOR'S BUSINESS DAILY CNBC

- **WHAT PEOPLE SAY ABOUT ROBIN:**
- **“Robin Ryan is America’s top Career Expert.”** - The Detroit News
- **“Following Robin Ryan’s thorough advice, you’ll greatly increase your odds of succeeding in finding a job you can really love.”** - Tony Lee, Editor-in-Chief, the Wall Street Journal website
- **“Robin Ryan is one of the nation’s foremost authorities on what it takes to get a job in today’s market.”** - Tampa Tribune

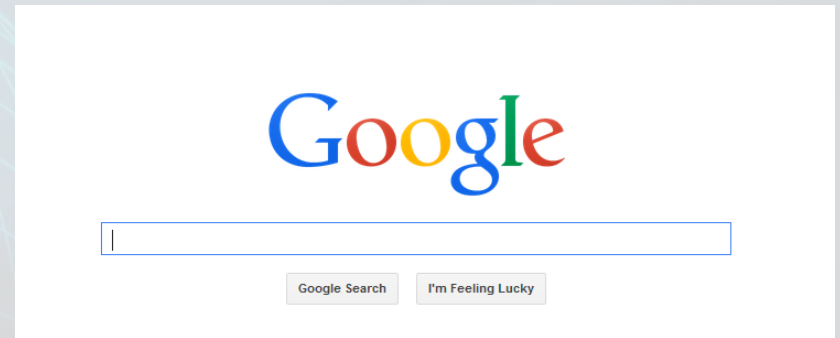


Your Prospects are Looking for an Authority

- Prospects are checking you out like never before
- What do they see when they Google your name?
- 10 other people with the same name?
- Your LinkedIn[®] bio and home page and nothing else?
- Or a list of media citations that give you credibility?

Assignment #1

- Google your name
- Google your company
- Google your product
- Google your book title
- Record what you see
- Now you know what your prospect sees
- Now you have a baseline to compare your work



Where Do Reporters Look for Sources?

- PR LEADS
- Online services
- Social media

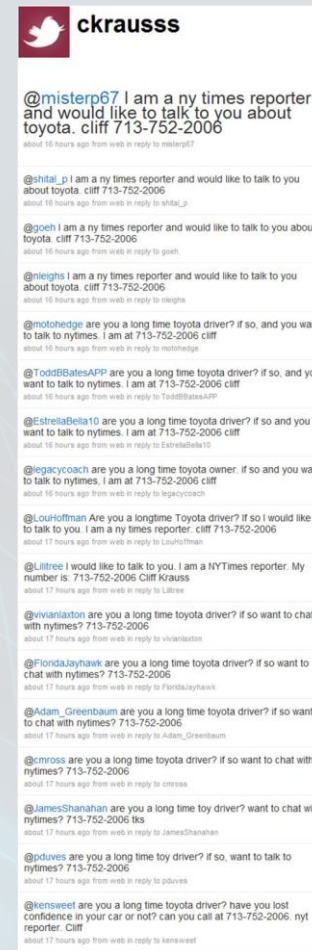


Sample Leads



Social Media Leads

- Twitter, Facebook, LinkedIn
- Reporters' blogs



ckrauss

@misterp67 I am a ny times reporter and would like to talk to you about toyota. cliff 713-752-2006
about 16 hours ago from web in reply to misterp67

@shital_p I am a ny times reporter and would like to talk to you about toyota. cliff 713-752-2006
about 16 hours ago from web in reply to shital_p

@goeh I am a ny times reporter and would like to talk to you about toyota. cliff 713-752-2006
about 16 hours ago from web in reply to goeh

@nieghs I am a ny times reporter and would like to talk to you about toyota. cliff 713-752-2006
about 16 hours ago from web in reply to nieghs

@motohedge are you a long time toyota driver? if so, and you want to talk to nytimes. I am at 713-752-2006 cliff
about 16 hours ago from web in reply to motohedge

@ToddRBatesAPP are you a long time toyota driver? if so, and you want to talk to nytimes. I am at 713-752-2006 cliff
about 16 hours ago from web in reply to ToddRBatesAPP

@EstrellaBella10 are you a long time toyota driver? if so and you want to talk to nytimes. I am at 713-752-2006 cliff
about 16 hours ago from web in reply to EstrellaBella10

@legacycoach are you a long time toyota owner. if so and you want to talk to nytimes. I am at 713-752-2006 cliff
about 16 hours ago from web in reply to legacycoach

@LouHoffman Are you a longtime Toyota driver? If so I would like to talk to you. I am a ny times reporter. cliff 713-752-2006
about 17 hours ago from web in reply to LouHoffman

@Lilfree I would like to talk to you. I am a NYTimes reporter. My number is. 713-752-2006 Cliff Krauss
about 17 hours ago from web in reply to Lilfree

@vivanstaxton are you a long time toyota driver? if so want to chat with nytimes? 713-752-2006
about 17 hours ago from web in reply to vivanstaxton

@FloridaJayhawk are you a long time toyota driver? if so want to chat with nytimes? 713-752-2006
about 17 hours ago from web in reply to FloridaJayhawk

@Adam_Greenbaum are you a long time toyota driver? if so want to chat with nytimes? 713-752-2006
about 17 hours ago from web in reply to Adam_Greenbaum

@cmross are you a long time toyota driver? if so want to chat with nytimes? 713-752-2006
about 17 hours ago from web in reply to cmross

@JamesShanahan are you a long time toy driver? want to chat with nytimes? 713-752-2006 kls
about 17 hours ago from web in reply to JamesShanahan

@pduves are you a long time toy driver? if so, want to talk to nytimes? 713-752-2006
about 17 hours ago from web in reply to pduves

@kensweet are you a long time toyota driver? have you lost confidence in your car or not? can you call at 713-752-2006. nyt reporter. Cliff
about 17 hours ago from web in reply to kensweet

You Have Limited Time: Which Service to Use?

- Hands on training and review?
- Customer support?
- Targeted leads or the whole kitchen sink?
- Leads sent when you want to work or when everyone else gets them?
- Competition from 10s or 1,000s?
- Free or fee?
 - Court-appointed lawyer for free or nationally know law firm?
- Biggest and best media? Or junky websites?

How to Get National Media

- PR LEADS
- We get requests from reporters who need to interview experts
- Send leads to you
- You respond to reporter
- Coaching and hand holding included
- Info at <http://www.prleads.com>



Dan's Perfect Pitching Formula

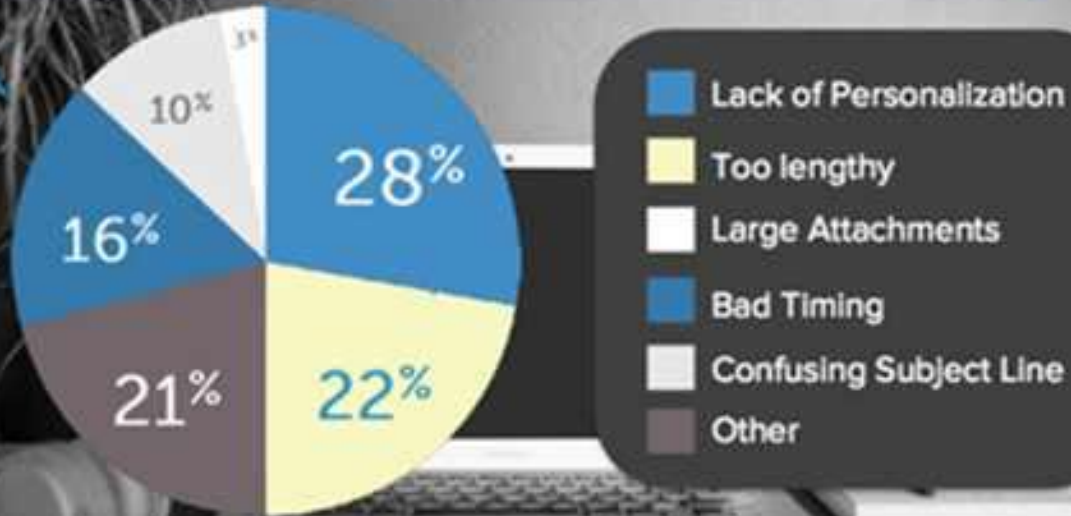
- 2-2-2 Rule
- 2 lines of intro
- 2 tips
- 2 sentences
- Contract info
- On target subject line
 - REPORTER'S HEADLINE
- Dan's "Magic Hammer"
theory of publicity



Biggest Mistakes with PR LEADS

- Talking your self out of responding because there's a better expert
- Not seeing the angle
- Not responding quickly
- Writing too much
- Writing about process instead of outcomes (example)
- Giving up too soon
- Not appreciating your successes
- Not telling your world about your publicity

Aside from irrelevant subject matter, what factor is the most likely to make you immediately reject a pitch?



MUCK RACK

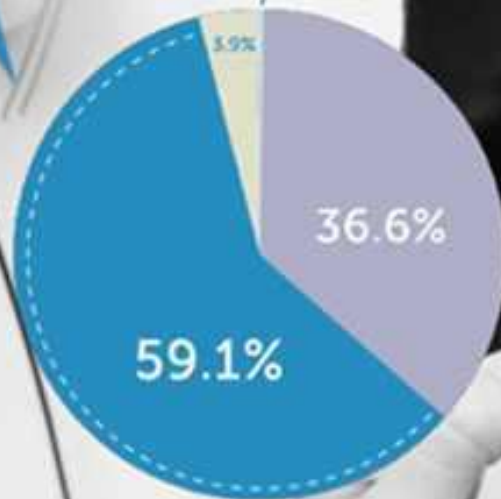
MDC



Partners

Where Great Talent Lives

What is your ideal pitch length?



- 2-3 sentences
- 2-3 paragraphs
- 500 words
- 1,000 words



MUCK RACK

MDC



Partners

Where Great Talent Lives

Do you ever respond to people you don't know?



MUCK RACK MDC  **Partners**
Where Great Talent Lives

How do you prefer to receive pitches?



Finding your Publicity

- Ask reporter
- Google
- Clipping services

Leverage Your Publicity to Get New Business

- Now that you've been quoted, you need to tell the world. After all, they might not have seen the article.
- You can't wait to be "discovered." It's your job to show them you are a rock star!

Making the Most of Your Publicity

- Tell everyone you know
 - Email
 - Paste article in body of email
 - PDF for special situations and websites
 - Snail mail
 - Make copies
- Prospects
- Clients
- Former clients
 - Make copies

Where to Display Your Publicity?

- Website
 - Front page
 - Media section (examples)
- Proposals
 - Book proposals
 - Sales proposals
- Introductions for speeches
 - Jack Canfield
- Postage stamp with logos
 - LinkedIn picture
 - Webinar/teleseminar promotions





Questions?

Next Steps

- Order PR LEADS
 - Special discounts for conference attendees
- Private coaching
 - Special discount rates for participants in this program



Thank you!

- Good luck!
- Let me know what's working for you
- Dan@prleads.com



Dan Janal
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FEATURED IN:

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