

How to Use



To Get Publicity

By Meredith Liepelt



HOW TO USE LINKEDIN TO GET PUBLICITY

Using LinkedIn to gain media coverage is a super-smart move. There are many ways to do this, and I'm going to show you just one way that I use LinkedIn to gain media coverage for my clients.

I used LinkedIn mostly as a research tool. A big part of getting the kind of game-changing media coverage that gives a serious boost to your personal brand is all about who you know and who knows you.

In other words, it's about relationships.

So it will be no surprise that I suggest starting by researching who you should know and who should know you. Below I'm going to show you how you can figure out which journalists you should spend time getting to know. It's actually really simple. You just have to do it!

STEP ONE

Make a short list of 3-5 publications, meaning physical magazines or their online platforms, that you would love to be featured in.

How do you determine the specific publications to focus on?

Think about what your clients are reading. Or better yet, ask them. Those are places you want to show up. For example, you may find that they read similar publications such as:

- ★ Entrepreneur, Forbes, Inc.
- ★ More, Allure, InStyle
- ★ Home and Garden, Martha Stewart, HuffingtonPost, LiveStrong
- ★ Mashable and AdAge

Each one of these publications targets a certain demographic. The publications that target your market should go on your list. Again, keep your list to 3-5 publications.

STEP TWO

Now that you have identified a small handful of publications you would like to be featured in, your goal is to find the staff and/or freelancers who write on your topic in each of those publications. Once you have the names of those people, your job is to build a relationship with them by being of value to them. More on that below.

But how do you figure out who these people are? Here's where you use your research skills! Let me walk you through the process:

Let's say you're a Career Consultant and you're interested in getting media coverage in Entrepreneur.com. You would visit www.Entrepreneur.com and from the drop down menu, click on "articles."

You would get to a page that looks something like this:

The screenshot shows the Entrepreneur.com homepage. At the top, there is a large image of DJ Khaled with the text "EVERY BRAND MUST BE MORE LIKE DJ KHALED AND LESS A 'BRAND'". Below this, a section titled "SOCIAL MEDIA" is visible. The main headline reads "Why Every Brand Should Be More Like DJ Khaled and Kim Kardashian". A sub-headline says "Follow these five marketing lessons from two of the internet's biggest brands." The page features a "LATEST" section with three articles: "The Formula Jeff Bezos Uses to Identify Great Ideas" (by Jeff Bezos), "Nonfiction Books Are Flying Off the Shelves Thanks in Part, It Seems, to the Trump Bump" (by Lydia Belanger), and "Here Are LinkedIn's Top 10 Startups of 2018" (by Nina Zinkin). To the right, there is a "Sponsored Business Content" sidebar with several small articles and their thumbnails.

Notice that they have a "Careers" category. So you can see it easily, I have highlighted in a red box above.

When you click on “Careers,” you would get to this page:

The screenshot shows the Entrepreneur website's homepage with a focus on the "CAREERS" section. At the top, there are navigation links for VIDEO, PODCASTS, START A BUSINESS, SUBSCRIBE, and BOOKS. To the right, there is a banner for a "FREE WEBINAR EASILY ANALYZE FINANCE DATA". Below the header, the "CAREERS" section is highlighted with a large image of a hand holding a smartphone displaying the LinkedIn logo. The main article title is "Here Are LinkedIn's Top 10 Startups of 2018". Below it, there are four smaller article thumbnails: "11 Surprising, Wacky and Out-There Jobs", "4 Things to Consider When Choosing the Right Career Path", "How to Escape the Trap of the Career Dead End -- Without Going Back to...", and "Must-Know Job Interview Tips for 2018 and Beyond". The last article is highlighted with a red box around its title and author information.

You quickly scan the Careers page and notice an article related to your expertise.
You click to see the article and this is what appears:

The screenshot shows the full article page for "Must-Know Job Interview Tips for 2018 and Beyond". The title is prominently displayed at the top. Below the title is a subtitle: "Ditch your resume objectives, take a personality quiz and more advice for interviewing this year." There are social sharing icons (Facebook, Twitter, LinkedIn, and a link icon) and an "Add to Queue" button. On the right side, there is a "NEXT ARTICLE" link. The main content area features a large image of three people in a meeting. To the right of the image is a sidebar with a profile picture of Hayden Field, her title "ENTREPRENEUR STAFF Associate Editor", and a Twitter icon. The entire sidebar is also enclosed in a red box.

You see it's written by an Associate Editor on staff named Hayden Field. She's likely to be constantly searching for interesting stories to tell. You click on her name to see what else she has written about so you can tailor your pitch according to what she covers.

Below is what you'll see next:

The screenshot shows the Entrepreneur.com website. At the top, there is a navigation bar with links for VIDEO, PODCASTS, START A BUSINESS, SUBSCRIBE, and BOOKS. On the right side of the header, there is a "DAILY ANALYSIS FINANCE DATA" section with a search bar and user icons.

The main content area features a profile for Hayden Field, described as an Associate Editor. Her bio states: "Hayden Field is an associate editor at Entrepreneur. She covers technology, business and science. Her work has also appeared in Fortune Magazine, Mashable, Refinery29 and others." Below her profile, there is a section titled "MORE FROM HAYDEN FIELD" which lists three recent articles:

- CEO of Culinary School PlantLab Charged With Embezzeling \$2.4 Million** (Category: PLANTLAB) - A thumbnail image shows a man in a black shirt standing next to some food items. The article summary indicates 7 min read.
- 5 Science-Backed Ways to Boost Your Creativity** (Category: CREATIVITY) - A thumbnail image shows a woman looking at a colorful geometric structure. The article summary indicates 6 min read.
- From Totally Broke to Multimillionaire: How Jen Sincero Pivoted from Rock Star to Bestselling Self-Help Author and Success Coach** (Category: THE GAMBIT) - A thumbnail image shows a woman smiling. The article summary indicates 14 min read.

To the right of these articles, there is a "Sponsored Business Content" sidebar with four additional articles:

- Banks said no! New business lending company changes everything!** (Category: SmallBizCap) - Includes a thumbnail of a man and a brief summary.
- 5 stocks you MUST own before more states legalize medical marijuana...** (Category: Benyon Hill) - Includes a thumbnail of a bottle and a brief summary.
- Earn 50,000 AAAdvantage® Bonus Miles After \$2,500 in Purchases** (Category: CAA) - Includes a thumbnail of a credit card and a brief summary.
- 6 Credit Cards You Should Not Ignore If You Have Excellent Credit** (Category: Hardwick) - Includes a thumbnail of a woman and a brief summary.
- The Truth About How Wealth Is Made In Today's Stock Market** (Category: True Market Insiders) - Includes a thumbnail of a man and a brief summary.
- Turn \$100 into Fortune Without Risking a Dime in the Stock Market** (Category: True Market Insiders) - Includes a thumbnail of a man and a brief summary.

You can see she covers careers, business, and technology. You also see that she's written for other publications that you're interested in, so she looks like a good person to build a relationship with.

Some of her articles show up in different categories including PlantLab, Creativity, The Gambit and more. Because she writes on a variety of subjects, you may find that you have something in common with her, or you may have an interesting resource that relates to an article she has recently written. Read or at very least skim her articles to find common ground or find a way to connect with her that would be of value to her.

Remember, you are building a relationship, not asking her to write an article on you or your business right away. You're looking to find common ground and be of value. Again, more on that below.

STEP THREE

Now that you have a good contact at Entrepreneur, you need to figure out how to contact her. If you have spent a few thousand dollars on a professional PR software program like Cision, you can look her up easily. However, most entrepreneurs don't have this. So what can you do?

You can just use LinkedIn! I use it even though I also have Cision. I use it to get more insight into each journalist so I am more likely to build a relationship with them and possibly get media coverage down the road.

Here's what to do:

Simply type her name in the search bar. Because you know what she looks like, it's easy to find her.

Click on her profile and you get this:

Hayden Field • 2nd

Associate Editor at Entrepreneur
Greater New York City Area

Connect Message More...

E Entrepreneur Media

The University of Georgia

See contact info

500+ connections

Hi! I'm a journalist with 3+ years of experience in the digital news industry, and I cover tech, business and science. I'm always on the hunt for a good story, so features are my specialty. (I'm also passionate about investigative journalism and narrative longform.) In my new series for Entrepreneur, The Gambit, I explore extraordinary risk, speaking with successful people about how they overcame unusual obstacles to found a company or switched industries entirely in a "career 180."

My freelance feature work has appeared in Fortune Magazine, Mashable, Refinery29, The Atlanta Journal-Constitution, Flagpole Magazine, Backstage Magazine and TIME For Kids. As for my other interests, they include the three H's: high-fives, hummus and Harry Potter. Let's connect!

My work: www.haydenelizabethfield.com
Reach out to me directly: haydenelizabethfield@gmail.com

BINGO!

She is literally telling you that she's "always on the hunt for a good story," what she's passionate about, what she's looking for. And she provides her direct email address, to boot! Not everyone does this, but many do precisely because they are always looking for a good story to tell and they want to hear from you when you have one.

NOTE: She's looking for feature stories or people who have made a "career 180." While this may not sound like a direct fit for you, it actually may be! Think about your clients. Have you coached a client who fits this description that you have helped? Talk with your client to see if you can pitch his/her story to Hayden and include that you were the Career Coach who helped them with this transition. (See? The story doesn't have to lead with you! In fact, if she picks up on this story, it will almost read like a case study of your work! Amazing!)

Now that you have identified that Hayden is a good person for you to keep in touch with, you can create a spreadsheet that looks something like this, to keep you organized.

	A	B	C	D	E	F	G
1	Name of Publication	Name of Writer	Topics	Email	LinkedIn	Twitter	Facebook
2	Entrepreneur	Hayden Field	Career, Business, Tech	haydenelizabethfield@gmail.com	https://www.linkedin.com/in/haydenfield/		
3							
4							
5							

HOW TO ADD VALUE & BUILD A RELATIONSHIP

Most every journalist is more likely to take a pitch seriously if they are at least somewhat familiar with the source. This is the value of building a relationship with them.

But how do you add value and build a relationship? Here are a few ways:

- ★ When they write more articles that are of interest to your audience, share them, tag the journalist, and add your input.
- ★ Post a meaningful comment instead of just "liking" it. Or pose an interesting question or add another thoughtful idea.
- ★ A note on comments: If you can talk about your personal experiences or share an interesting piece of information, that shows that you are paying attention and the journalist will notice as you keep popping up in her/his comments section and adding value. What says "expert" more than adding value?

- ★ If you find an article or relevant study that would be of interest to them, share it with them.
- ★ Notice what LinkedIn groups they are in. Join some of those groups if you can. Follow and participate in group discussions. Be generous with sharing your expertise in a value-driven way, not self a self-promotional way. If you aren't connected to them personally, you can direct message other members of the group.
- ★ If you have access to a study or inside scoop on something related to their industry, share it with the journalist. This is about being a trusted resource.

MAKING THE PITCH

Once you have done some work to build a relationship with them and show your value; let's say at least 5-10 interactions with them, it's time to make a pitch.

Pitching is big topic, but here's a quick template you can use in reaching out:

Name,

I've been following you for a while now and enjoy the way you/your work in the area of your perspective on _____.

My company is (name of company) and I help (target audience) to (benefit) by (solution).

Provide a short case-study here.

Would your audience be interested in hearing more about this and how they can apply this to their businesses?

Here's an example from my personal files:

Name,

I've been following you for a while now and I appreciate the work you are doing to help small business owners succeed. After reading your article X, I researched the software you mentioned and have started a free trial. Thank you for having the backs of small business owners.

My company is Rising Star Publicity and I teach speakers and authors how to build their personal brands and businesses by being featured on lifestyle TV shows around the United States.

For example, one of my clients is a keynote speaker who travels around the country to speak at conferences. Since we've worked together, she has appeared on more than 10 morning shows in the various cities where she is speaking. She attributes her TV appearances as a significant part of her increased book sales and ability to charge more for her keynotes.

Would your audience be interested in hearing more about how they can also benefit from learning how to book themselves on lifestyle TV shows to build their businesses?

Thank you for your consideration.



You can also search for podcasters on iTunes, Stitcher, or wherever you go to find podcasts and use this same process. It's really simple to reach out to podcasters via LinkedIn to see if they are looking for more guests, but ONLY after you listen to a few episodes to make sure you are targeting the right audience, you have the right value to bring to the podcast, and you feel that you resonate with the podcaster.

Here's a sample template you can use to reach out to podcasters via LinkedIn:

Name,

I always enjoy your podcast, (name it here), and particularly resonated with (name of the guest you enjoyed the most.) (Include a statement about why you liked that guest and/or why you like this person's podcast.)

My company is (name of company) and I help (target audience) to (benefit) by (solution).

(Provide a short case-study here, like above.)

Would your audience be interested in hearing more about this and how they can apply this to their businesses? If so, I have a short list of questions and talking points prepared in case that would be helpful to you. I am also happy to drop a copy of my book in the mail at your request.

Here is a link to another podcast/video/teleclass I have been on. You can find out more at my web site as well: (LINK GOES HERE or embed it into the previous sentence.)

Thank you for your consideration.

YOU CAN DO THIS!

I trust this report will get you thinking about how you can reach out to journalists and podcasters. This is about playing the long-game and experts understand this well. Building meaningful relationships like this is extremely doable to do this, folks!

Drop me a note at Meredith@RisingStarPublicity.com and let me know how this goes for you. I'd love to hear about your success!

WHO IS MEREDITH LIEPELT?



I'm Meredith Liepelt and I love helping coaches and consultants get the media coverage they deserve. Specifically, I love showing them how to be featured on live lifestyle TV shows around the United States in order to increase their brand recognition and visibility.

Many times, speakers, authors and thought leaders spend years and thousands of dollars in pursuit of "expert" status so they can attract clients, speaking engagements and other opportunities, only to get nowhere and feel frustrated with their lack of results. It doesn't have to be that way. Because guess who is featured on TV? Experts! It provides instant credibility and expert status.

That's why I created a Done-With-You coaching program that teaches experts how they can get on TV in practically any market and anytime they want.

Using my proven strategies, my clients have been featured on multiple lifestyle TV shows in various cities in Ohio, Florida, New York, Louisiana, as well as in Washington, DC and other markets in the US, many with multiple bookings in a matter of weeks or months.

If this is intriguing to you, let's talk! Because we can do this together! I look forward to helping you position your expertise in a way that makes TV producers say "Yes!" to

P.S. Let's connect on [LinkedIn](#)! Please let me know you received this report. While you're there, check out a video featuring some of my clients and their TV appearances. I look forward to connecting!