

Daniel Hall Presents



## Episode 78

# Wikipedia and What It Takes to Qualify to Get Your Own Page

with **Gina Carr**

Welcome to this episode of the Real Fast Results podcast! Gina Carr is with us today. Gina has a masters degree in business administration. It's a Harvard MBA. She is known as "The Tribe Builder". That's why she's on the show. It's one of the goals of this podcast to encourage you to always be building your own tribe. You need to have your own raving fan base. Gina is a great resource to turn to for this. She knows precisely how to do it, and as a matter of fact, she's been helping passionate people do so for a long time now.

Gina is also an expert in marketing. She works with organizations and uses online reputation management, Wikipedia marketing, and event marketing to boost the bottom line of businesses and individuals that she works with. She is also the co-author of a great book, titled [\*Klout Matters: How to Engage Customers, Boost Your Digital Influence – and Raise Your Klout Score for Success.\*](#) [Klout](#), for those of you who don't know, is basically a social media scoring site. Gina, welcome to the show...

## Promise: How to Qualify for a Wikipedia Page

Thank you. I'm honored to be here. **Our big, bold promise today is that if you get a Wikipedia page, it's going to greatly enhance your reputation and your**

**credibility, as perceived by others.** So, it's going to make you look good, and it gives you more credibility in the world. Definitely, more "street cred".

We're going to talk about how to qualify to get one of these pages. It's the kind of thing that not everyone can have. **It takes some serious qualifications to be able to get a Wikipedia page, and most people don't qualify, so that's why it is such a prestigious thing.** Most people know that most people don't qualify to get a Wikipedia page. So, when someone is doing a search for you, your organization, your product, your service, your book, they are going to see it. Usually, it's one of the top items in search results.

People see that you have a Wikipedia page, and it's like, "Oh!" It just adds a real layer of credibility. I'm sure each of the members of this audience have experienced this when they were looking for someone or something and find that there's a Wikipedia page. It causes a person's perception of something to go up another notch.

## Benefits of Having a Wikipedia Page

The thing is, we don't like to admit it, but the truth is that people are always watching. In fact, the whole world is watching and judging. We don't like that, but that's just the way it is. If you're a speaker, and you're standing in front of an audience, they're looking at your clothes, and your hair, and your shoes, and they are making assessments. They are making judgments.

When it's online, you're not there in person, so you can't combat some of the negative perceptions. Therefore, you have to project your very best foot, as it were, online so that people can make their judgments based on what you're putting out there. That's why, when I'm working with my clients, we are talking about their overall online reputation. So, is their digital footprint solid? Is their branding consistent from their website to their social media platforms? If they qualify for Wikipedia, we make sure that the page looks as good as it possibly can, and then also, that page might be attached to their email address or to their website so that it makes it a little bit more visible. We don't promote it too much.

Having a Wikipedia page can open doors for you. A person and I were having dinner, and she was talking about her new book publisher, and I said, "Oh, I happen to have done the Wikipedia page for them." Unsolicited, she said, "You know, that was part of what helped me in my decision when I was doing my research on that company. When I saw that they had a Wikipedia page, it helped me to believe that they had a little more substance and a little more credibility."

**She felt like she could trust them more than some of the other options that she was considering, or other companies that didn't have a Wikipedia page.** I thought that was quite good. I was very pleased because it was one that my company had created for this publisher.

**One of the ways this credibility shows up is when authors are being introduced to an audience.** People will mention Wikipedia sometimes on a podcast, and you can bet that if I had my own Wikipedia page, it would be part of my own introduction. Yeah, I don't currently qualify. I might one day, and I'm working towards it, but right now I provide the service for people. Certainly, I do hear it mentioned in a lot of people's introductions.

## How to Qualify for a Wikipedia Page

**You need to have extensive, substantive press. This means articles that are written about you, not by you.** You need to have been featured prominently in articles in significant publications like *Wallstreet Journal*, *Entrepreneur* magazine, *Success* magazine, *CNN*, and *USA Today*. These are the sorts of publications that are reliable, third-party press. It's not your buddy's blog. It's not your sister's TV show. You know, it's something that usually requires you to be recognized by these independent authorities, to have gotten their attention, and for them to have perceived you as an expert, enough so that they want to write about you.

**Now, it's not only text, but text is the best qualifier for Wikipedia.** Also, certainly, TV can help, movies... Most anyone who has had a significant role in movies is going to qualify for a Wikipedia page. If you've had a number of TV appearances as well. Radio counts some, but it counts the least out of the major media outlets for you to be able to qualify for a Wikipedia page. And, the text can be from online publications as well as print.

Would Something Like the Huffington Post Qualify Me?

Yes, definitely. That would be one of the featured publications that would count as your references. When you're looking at a Wikipedia page, you'll notice that at the bottom there are references listed. **What we're looking for when we are trying to determine if someone qualifies or not is a minimum of eight.** I like to see 10 or more of these references where I can go to the article and I can see that, "Yes, they've talked about the fact that John Doe knows a lot about gardening." If I'm thinking about doing a Wikipedia page for John Doe, I'm going to want to see that he's been recorded a number of times for his expertise.

I will say that they don't all have to be on the same topic. Let's say that someone was a gardener in their 20s and they are a ballet dancer in their 40s. You know, they've done different things, but in each of those fields, they have had press written about them. That still would qualify. It's the number of instances.

Does it Count if I was Successful in My Career Prior to Being an Author?

It definitely does count. The article would be written in such a way that it would probably mention what you are doing now, but it's going to focus on what you're notable

for. That's the word that Wikipedia uses, "notable". It would have some mention of what you are currently doing. So, to that extent, it's also good for the promotion of your current field. So, let's say that you are an author, but you haven't had a lot of press on that; however, as a business person, previously, you have had a lot of press on that. It would certainly still enhance your reputation and be good for business.

### What if I've Only Gotten a Mention or Two, but I Really Want to Do This?

**Focus on getting press.** Make that one of your highest priorities, and as you are going about your business day and your planning process, think about different ways that you can do that. One of the easiest ways to do that is, as you are reading articles, look for articles about people who are similar in some way to you. For example, sometimes I'll be reading an article, and it will make me think, "Gosh, I know a lot about that subject. Why didn't they interview me?"

I've definitely had it happen in the past, where I've reached out to authors of articles and said, "Hey, next time you're writing about Wikipedia, you might want to interview me. I am an expert in this field as well, and I'd be happy to help you. I can make myself available. Here's my private cell number so that you can get in touch with me easily, and I'll get back to you just as quickly as I can." The people who write these articles are constantly looking for good sources. They don't want to be quoting the same person all the time. They want to bring new experts to their readers' view.

I was on the other side of this equation years ago. In another life, I owned a chain of community magazines, and so as such, I know that we were constantly looking for people that we could write about. When we wrote about a particular topic, we wanted experts to quote. So, the more people that made themselves available, without bogging us, but letting us know, the better. You know, if they don't contact you, it's okay to remind them, but just let the editor know that you are a potential resource for a certain topic. This works well in home towns for TV too.

TV, papers, online articles, that type of reaching out does work directly, but you also can hire people to do this for you. You can hire a PR person, or a PR firm, or people who train for this sort of media attention because when someone contacts you, you'll need to know how to respond in a way that will make it more likely you're going to have your segment aired or that you're going to be published.

### What if I've Been Quoted in the Media as an Expert?

It definitely counts. Ideally, we want to see more than quotes in at least a couple of those pieces. **We want to see featured articles, where the article is about you, or about your book, or your product, or your service, or your company.** You know, where it's really doing a profile, more than just a quote. I know that a lot of people listening are authors, and as those new books are coming out, that's the perfect time to get a lot of good press about your book. Sometimes your book may qualify, but

you don't, but that still helps your reputation. Sometimes you may qualify, but your book doesn't, and that still helps with the marketing of the book, right?

Is it Easiest to Try and Get More Recognition at a Local Level?

Oh yes, definitely. The press sees that as newsworthy. So, "Dan has come to this city to do a certain thing, and Dan smartly reached out to the press and said, 'Hey, I'm going to be there. Do you think your audience would be interested in hearing about this topic?'" That will help in writing, and sometimes you can get on radio shows with that. Sometimes you can get on TV with that.

**And, people love to talk about their local heroes as well.** The media often likes to reach out to them. Certainly, for TV, they like the fact that you're local, and you can probably get over to the studio quickly. Let's say that there's some breaking news story in your field. You don't know when these things are going to pop up, so the media always loves to have references and local people that they can call in, or that they can call on, to get a quick quote that they can add to their article. It makes the articles much more interesting, as people are reading, when there are quotes from an expert, rather than just facts and figures. They want a perspective. So, that's where you come in as the expert.

Should I Be Looking for Opportunities to Piggyback on Current News?

Yes. There's a fellow who has written a book about prehistoric sharks. [Steve Alten](#) is his name, and I think his most famous book is called [Meg](#), about Megalodon. **Since he's become famous about the prehistoric sharks, anytime a strange species washes up on shore, or is discovered, or even sharks wash up on shore, or there's a controversy about sharks, he gets the call.** So, he's made himself known as a world expert in sharks, even though his initial book was a fictional book, but he did a lot of research. So, certainly, he is an expert.

## Klout Score

**Something that we haven't yet talked about yet is that as people are looking at you, they sometimes also are looking at your social score.** As previously mentioned, I am a co-author of the book [Klout Matters](#). Wikipedia pages do add a significant bump to a [Klout score](#). In particular, they add typically 10-20 points, depending on where you are. Most commonly, I see about a 15-point bump.

Most people who have a Wikipedia page, and connect their Wikipedia page to their account, will hover around the high 70s or low 80s. So, [Klout](#) definitely counts that as a high ranking credibility source. They are trying to give people an idea of someone's influence, and that's a great measure of it. You know, there are many other social scoring systems besides Klout, and often, they will recognize Wikipedia as part of that.

# Final Tips

There are probably folks out there saying, “I want one! I want one!” when it comes to having their own Wikipedia page. They may even think that they qualify, but aren’t sure what to do. **One thing is, if you know a Wikipedia editor, you can ask a Wikipedia editor to write an article about you.** Now, most people don’t know Wikipedia editors because most of them use their real name as editors, so unless you just happen to be chatting with someone about it, you don’t know that’s what they do.

When you read the guidelines on how to get a page, it will say things like, “Well, you can’t do it yourself, you can’t have one of your employees do it, and you can’t have a friend or family member do it.” You can’t, you can’t, you can’t, so what can you do? **It was a result of this frustrating experience, that I was dealing with for some of my clients over the years, that I created this service that helps people get the pages.**

**You can do it yourself, or you can hire someone to do it for you. If you do it yourself, then you run the risk of them figuring out that you did it yourself, and sometimes a big clue is that you’ve used your own name or your company name as your Wikipedia editor name.** That’s one of the reasons why pages get kicked off, if it’s real obvious that you did it yourself. That’s a “no-no” on Wikipedia. You can dig through the guidelines, you can learn all of the formatting and the copyright issues that are necessary with Wikipedia, or you can hire someone like me to do it for you. Someone that can get it right the first time.

**I have a whole team of senior editors that work on Wikipedia all the time.** So, they really know the ins and outs. They know what’s going to get a page into trouble. And, when I say into trouble, what I mean is, especially for articles about living persons, they are often deemed promotional. If they’re deemed as promotional, and they aren’t really well-qualified, Wikipedia editors will delete them. You don’t want that to happen.

**There’s a big risk for people who have already done one themselves and it got knocked off.** That’s even worse than if you never had one before. You know, if you come to me, I’m going to tell you, for sure, whether I think you are going to qualify or not. I’m certainly not going to take your money if I think you’re not going to qualify, and if you are not qualified, I’ll tell you what you need to do to become qualified.

Then, if and when we decide to do business together, then you can have a high level of confidence that your page is going to stick. When I say, “stick,” that means it’s going to last a long time, and it’s going to be a nice page that you’ll be proud of. **If you’re interested in chatting with me and finding out if this is a good fit for you, there is a page set up at [RealFastResults.com/wiki](http://RealFastResults.com/wiki).**

## Connecting with Gina

You can, of course, connect with me through [RealFastResults.com/wiki](http://RealFastResults.com/wiki), but I also have a website. It's [GinaCarr.com](http://GinaCarr.com). It has a "Contact Me" tab, and all of my social links are there. My main social "Bat Channel" is [Facebook](#). So if you want to contact me directly, you can get in touch with me through the website and/or through Facebook.

## Resources

[RealFastResults.com/wiki](http://RealFastResults.com/wiki)

[\*Klout Matters: How to Engage Customers, Boost Your Digital Influence – and Raise Your Klout Score for Success\*](#)

[Steve Alten](#)

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