

Daniel Hall Presents



Episode 80

Get and Maximize Your Media Appearances

with Andrew O'Brien

Welcome to this episode of the Real Fast Results podcast! Today's special guest is Andrew O'Brien, who is the founder of "The Publicity Guy". This is a modern-day public relations firm, and it is the first of its kind. Not only does Andrew help his clients to get interviews and media attention, but he helps to turn all of that into even more money by utilizing these opportunities and turning them into real sales tools.

Promise: How to Turn Your Media Interviews into a Lead Generating Tool

My big promise is that, whatever podcast you've been on, blog post, media interview, no matter what type of media outlet... I'm going to teach you how to turn every single one of those into a lead generating, sales generating tool in your business that's fully automated, that you never have to touch once you hit play.

Look at everyday people. If you look at people that have been on the *Oprah* show, or any kind of international TV, *Good Morning America*, they get their chance in the spotlight, and then they're gone. They disappear. Then, their businesses fail. They don't leverage it.

They get that one big hit, and they become that “one hit wonder”. They’ve got that one hit that they will always remember, and maybe their audience will always remember, but their new audience won’t. They just disappear off the face of the earth. That’s what we don’t want to happen, but it happens all too often. We don’t want that as entrepreneurs.

Is it a Misperception That Media Attention Pays Off in a Big Way?

I get this question all of the time. *Forbes* alone has over 1,800 contributors. So, that means on a weekly basis over 1,800 articles are going live on average. What that means is you would be expecting your piece, out of the 1,799 others, to be the one that’s bringing in revenue, sales, and leads.

It’s not like you won’t bring in a few, and if it’s a high-trending piece, you may bring in a few hundred. But, if you leverage the right way, you can actually bring in thousands. If you don’t do anything with it... If you just get the interview, share it on your Facebook page once, and say, “Hey! Look, I was on Forbes,” and then put a pretty little picture on your website, that’s really not going to help scale your business in any way.

Contacting Writers that Write about Your "Beat"

The most important thing is that when you are going after interviews, press releases, media kits, and all of that, understand that this is all outdated and doesn’t work anymore. No one reads them, and no one will open an attachment because they think it’s a virus. Those things just don’t work unless you’re already famous. If you’re already famous, a press release on the new movie that’s coming out about you, or a new business that you launched, or whatever, those will sell really easily. But, if you’re just like Andrew O’Brien, and you’re not some big, super-famous rock star, press releases won’t do anything for you.

What you want to do is contact writers who write about your niche. In the media, it’s not called a niche; it’s called a “beat”. Their “beat” is what they like to write about. What is the topic? Is it technology? Is it business leadership? Is it systems? Is it marketing? There are so many things that are discussed on *Entrepreneur*, or *Forbes*, or *Inc*. You’ve got to find a writer that’s actually writing on your topic.

You can’t just send out a “copy and paste” email to just anyone. **You have to mail everyone individually and directly to them, and not with a press release or “copy and paste” email, and never pitch the first time you reach out.** Compliment their work. Prove that you’ve done your research and you know who

they are. The first step is proving to them that you're not a spammer and you're not another person who is just sending a "copy and paste" email out to people who don't care about it.

You want to get a conversation started with a media outlet, and that will lead into an interview.

What to do with the Interview

The second step is, "What are you going to do with that interview?" People don't realize, and no one is doing this right now. I'm going to be the person that changes this. **People aren't combining direct response marketing with media exposure.**

You know, I'm not trying to change the vehicle that you're using. All of us are using direct response marketing. Facebook advertising, Google Adwords, Twitter, LinkedIn, YouTube or whatever you're advertising on. **What people aren't leveraging is using that with media exposure.** This, combined together, creates this super-powerful marketing tool. Everybody is so tired of being sold to. I always tell people, "Don't go buy ad space on *Entrepreneur*, or *Forbes*, or *Inc.*" That's because what happens is that when people know they are being advertised to, the first thing that they tell themselves is not to buy it.

When people are reading a news interview about you, or when you're giving some great content during an interview, and they are reading that, that's what's going to turn into a sale because they aren't telling themselves not to buy. They are just reading some content. That will lead into a sale. So, it's combining both of these things together that really creates this super-power.

What this really does is builds a fan base. **There is a difference between a fan base and a customer base.** From a customer base, you can expect people to buy once or twice. A fan base is much more valuable to us, as entrepreneurs, because these people will continue to buy more and more, and they send their friends. It's just, the lifetime value of your customers is much different than that of your fans.

Marketing Your Media

Let's say that Andrew O'Brien, [The Publicity Guy](#), gets featured on Entrepreneur as one of the top publicists in the entrepreneur field. Then, what am I going to do... And yes, I will share it on my Facebook page. Yes, I will put the pretty little logo on my website. There are a couple of other things that people don't do.

The first step, we all need to make sure that we have, which most people don't have, is a media page on your website. Have a media page. No one has them anymore. Those are so important for SEO. **That's just an extra tidbit, but**

make sure that you have a media page where you are back-linking to every article, every podcast, every blog that has ever mentioned you, featured you, and linked to you. This allows you to boost your SEO and prove your credibility. My page lists over 70 TV interviews. So, you can literally scroll, and scroll, and scroll. That boosts my credibility.

Other than those things that people are going to do, just out of having a basic understanding of how marketing works, I'm going to create a Facebook ad. In this Facebook ad, I'm going to say as the Publicity Guy, "Hey, we were just featured in *Entrepreneur* on this topic. We provided some great content. I think you'd love it if you read it." The Facebook ad will send people directly to Entrepreneur.com, where they can read the article. It's not going to my website where they are going to be able to read a portion of it and then subscribe to my email. I'm not selling the on anything. This is pure content marketing.

That's all I'm doing. **It's just content marketing.** It's not selling, it's not lead magnets, it's not trip wires, it's not webinars, and it's not eBooks. It's not everything else that everyone else does. The thought process behind this is that the noise is so loud right now. There's so much noise in marketing right now because we're all doing the same things. We are all doing eBooks, we are all doing webinars, we are all doing trip wires, we are all doing free PDF downloads or "free + shipping" offers, or whatever it is. But, we're all using the same methods, and what we want to do is we want to stand out.

With this Facebook ad, you're sending them to a credible third-party website where they trust them. They trust them more than they trust you because they don't know who you are yet. They go to *Entrepreneur* and they read about you, and while they are reading about you on Entrepreneur, there is a little banner at the bottom of the page that scrolls with them as they scroll. In this banner, you're promoting whatever the article is talking about. Let's say that it's talking about a book that I came out with. Then I'm going to promote my book in that little banner. If I talk about a podcast that I launched, then that banner will promote my podcast. Whatever that article is about, I'm going to send them to that funnel.

So, what I'm doing is I'm selling to them on *Entrepreneur*, or as they are reading about me on *Forbes*. The fun thing is that it's not costing me to advertise on *Forbes* or advertise on *Entrepreneur*. This is all happening with a magical tool called Snip.ly. It allows you to pixel paid traffic that you send to a third-party website. It's not even your website. You don't own it, but you can still pixel that audience, and as they are there, Snip.ly ads that banner onto that article.

When you can sell to someone as they are reading about you on the news, it completely changes the ball game. Now, as you are building trust and credibility with them, because they are reading about you on *Forbes*, *Entrepreneur*, or *Inc*, and there is a little opt-in button, they are more likely to opt-in. It's more likely to increase your conversion rates because now they trust you, and not because you said you're

awesome, not because you are a self-proclaimed expert, as we all are, but because a third-party credible website, or news outlet, said you were.

Results

There are a few different things that you can expect. The most important thing is that when you're advertising to a cold audience, and you're doing something that helps you stand out, it's going to help you a lot more in that way, but it's also going to create what I call the "celebrity image factor". That's when you have a cold audience and the first time they see you is on the news, a third-party credible website, that's the first impression you're going to leave them with. So, now they look at you as a celebrity. They see you as this credible thought leader or guru, or expert, or authority.

If the first time they see you isn't as they are going into a webinar, or it isn't as they are downloading some book, and the first time they laid their eyes on you was in the news, you've created a celebrity image. So, what you're doing is you're creating a fan base, not a customer base. As I stated before, there's a difference between the two. When you're a celebrity in your cold audience's mind, you're building more of a fan base as opposed to a customer base.

Then, you're also going to be able to track what this article is actually doing for you. Just going to *Forbes*, it's hard to track just how much money that *Forbes* article is bringing in. If you're doing it through Snip.ly, using direct response marketing... I had a client who did this, using *Huffington Post*, and he ran it for three days. He got over 1,700 leads at the cost of \$0.83 per lead. That's using this strategy. Now he's one of the top Facebook ad guys in the world.

Those are extremely great results, and it's because he really knows what he's doing. But, this just shows that, literally, that brought him 1,700 leads from one *Huffington Post* article that he only ran for three days. Like, imagine if that was ongoing. If he never ended it, and it just continued over time, even if it were just a cold audience of people that don't know who he is yet. That instantly brought 1,700 people into his funnel, and it could have sold into his \$2,000 product, his \$8,000 product, or whatever it is. It brought 1,700 more people to him that he could sell to.

Who This Works For

It's not great for people who just kind of have a business idea or a basic one-page website. It's for people who are actually running full-out businesses. **They already know the process and the system behind their business, they know what they are offering, and they are clear on their message.** It's very important to be clear on your message before you start using this strategy. You need to be clear on your branding, and who you want to be known for, and what you want to be known for.

As far as the level of entrepreneurship, it doesn't really have to do with income. It has to do with where you are at in your business, and how clear you are on where you want your business to go. Another thing is that you need to be very, very comfortable with being very transparent in your business and in your life. If you really want to grow a fan base, it's not really all about, "Hey, here's this great Facebook advertising strategy," and it's not just about how awesome your tactics are. It's more about who you are and what led into building your company.

I recently made a speech in which I shared that prostitution, war, suicide, and murder were four things that I experienced by the time I was 22. That's something I share all of the time because it's part of my message. It's part of my branding because I want people to understand what led into me creating this company. Again, that's me creating a fan base of people who connect with me on a personal level, and then they want to use me no matter what the tangible results are, just because they like who I am. **Publicity is all about building "know, like, and trust," and you have to be willing to be very transparent in your business to do that.**

Example

I'll give you the two-minute overview of my story. It's about those four things that I experienced by the time I was 22. I was born and raised by a prostitute mother in the Dallas-Fort Worth area. My first memory, as a child, was... We were living in a motel room, and some strange man came into the motel room, had sex with my mom, and then gave her money. That was my childhood. I witnessed that a lot throughout my entire childhood. I had about 20 different dads. So, to escape that I joined the army.

I dropped out of high school and got my GED, joined the army, did four years in the Army, and did a year in Iraq, where I served as a Lead Gunner. So, I experienced war, and then I came home, and a year later I actually attempted to take my own life. It was due to the trauma from my childhood and the trauma from my military experiences, but more from my childhood than the military. I took 120 pills in less than three minutes and chugged a couple of beers down. I woke up two days later in an ICU with a new-found appreciation for life. I woke up happy to be alive. I was glad that I didn't die.

A year after that, my mother actually murdered her husband. She shot him point-blank in the head while he was sleeping. I was living in Chicago at that time. I was already out of the Army. I came home to take care of her, and she said someone had broken into the house. As I was cleaning up her deceased husband's remains out of the carpet, she pulled me outside and asked me to help frame his ex-wife for the murder. I told her "no," and I moved to Austin. At that point, she actually threatened to blame the murder on my brother. So, I testified against her in court. Now she's been sentenced to life in prison.

Throughout that entire process, I began speaking. I began sharing my story, and the reason is because in February of 2013, I heard that 22 veterans were taking their own life every day. It was the first time in my life that I realized I wasn't alone. It was the

first time in my life that I realized the power of media. No one else could ever make me feel like I wasn't alone, but just hearing that story on the news made me feel like I wasn't alone, like I wasn't the only person in the world suffering in the way that I was.

I began sharing my story and got it out to the news. It hit Austin's local newspaper, and it made a front-page and a full spread on the inside. That was picked up by The Associated Press, and it went all over the world. That built my entire career. I began speaking all over the world, and for three years I was the most requested military speakers. I've been seen on over 70 global media outlets to date. The last place I spoke at was actually at The White House at the end of 2015. That was the last stage I was on.

All of that happened because of the media, and every time I was on the news I got letters that I saved someone's life, or that my story saved someone's life. It was in that moment that I realized that the media has created my entire career, and it has built my business, but it has also helped me to really impact the world. That's what led into me becoming The Publicity Guy.

How to Be More Transparent

Internet marketing right now has gotten quite a bad name. The reason behind that is because there are a lot of liars. So, as consumers, we are used to being lied to. We are used to seeing guys on the beach in Bali talking about how rich they are, even though Bali's cost of living is half of what it cost to live in Texas, and Texas is not expensive. So, we are so used to seeing lies and false promises, like, "I'm going to help you build a seven-figure business, even though I've never even built a six-figure business." We've all seen those lies.

We've gotten so used to being lied to that when we see someone being honest, it's so rare now. It just doesn't happen. So, when it does happen, it catches your attention immediately. It immediately makes you want to like that person and trust that person. Why? It's because we are so used to being lied to that when someone is that straight-up and that honest on the most personal and intimate stories of their life. When they share those things, we just attach to them so much more easily than we used to. Again, that's because we are so used to being lied to all of the time.

What happens is you stand out by being honest, by being transparent, and by sharing stories of bankruptcies, of divorce, of failures. You know, we all want to share our stories of successes, and it's okay to share those, but I would suggest sharing failures more than your successes. Just show what you've learned from that failure. That's what's going to make people get attached to you because all they hear about is how rich, and wealthy, and amazing people are, instead of the real life that we all live on a day to day basis.

Final Tips

You know, the biggest mistake that people make is that PR isn't old school anymore. I don't have a Rolodex of contacts that I use all of the time. We do have a few that we use. It would take, literally, 24 hours to build a relationship enough to set up an interview. We do it here in Austin. We have people come out to a mansion for our Live Intensive.

On our last one, 100% of the people who pitched to the media left with an interview by the time they got home. So, before they even left Austin, they left with an interview at *Forbes*, and that's because everyone wanted to go after *Forbes* that time. It took them less than 24 hours to set up that interview. So, it's just a process of how you talk to people and how you communicate. It's not really about knowing the right people.

I just really want to hit home about being transparent. That's the biggest part of my message. That's what I really want. That's how I want to change the world. I want people to stop lying, stop hiding, and be transparent because this is going to scale your business, but more than scaling and growing your business, it's going to affect your personal life, and it's also going to change the world. We're all here together. Let's all change the world together, stop lying, and be honest about who we are.

Connecting with Andrew

You can just go to ThePublicityGuy.com. You will find everything that you need on me there, and you can find me on Facebook.

Real Fast Results Community

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