

Daniel Hall Presents



Episode 115

The Simple Basics of Becoming a Media Star

with Josh Elledge

Hello! Welcome to this episode of the RealFastResults.com podcast! PR Professional Extraordinaire, Josh Elledge, is in the house! Please welcome him to the show...

Big Promise: How to Become a Media Star

I'm going to teach you how to become a media Star. You might be thinking, "**Why would an author or entrepreneur like me want to do that?**"

As you grow your brand, and as you grow as an author, or as an entrepreneur or a business owner, you want to increase authority. Understand that authority is a currency. The more that you have, the more fabulous prizes you can exchange that currency for. If you have no authority, no respect, and no influence in your space, it's going to be awfully hard to do just about anything.

I think most of us write a book because we feel like there's an impact that we want to make in the world. But, if you don't have an audience, and no one is willing to promote your book to their audience, again, it's going to be awfully tough to gain any sort of momentum. So, it really is the rocket fuel that makes everything go as an author. **And, I'll tell you that as you work with people who have higher authority and influence than you, this brings you up.** So, the game is now that we just want to associate with high-authority and influential people as much as possible. A great way to do that is through the media or with other digital influencers.

Work on Your Own Authority

The first thing you want to do is not buy any kind of program that promises you email access to a bunch of journalists so that you can spam them. Listen, I've been a syndicated columnist for 8 ½ years. I've been in the media over 2,000 times. I'm a syndicated TV guy. I get hit up all the time! I can tell you that about 95% of the stuff I get, I trash because I just don't have time.

I think all of us have gotten really, really good at protecting ourselves from offers that aren't really relevant or aren't going to provide any value back. **So, what you want to do, before you start reaching out to big targets, is number one, you have to work on your own authority.** Again, it's an incremental process. You are going to have to work on it step-by-step.

A really big, important thing to do is communicate that authority on your LinkedIn profile, your Twitter profile, and your own website. **Do you have a press kit on your website?** If you have these things put in place, guess what? It communicates a message to the media that, at the very least, "Okay, they are on their way up. They definitely take their brand and working with the media very seriously." So, it's something that's in your favor.

Beyond that, when you're reaching out to the media, you want to do so in a way that it's not all about you. If a journalist feels like all you care about is just promoting your book, forget it. They aren't interested. They don't need you as much as you need them. So, the way to work your way up is to think with a service-oriented mind. Be willing to serve influencers and serve audiences. That's going to really, really help you. I'll tell you one thing. If you love serving audiences, PR is going to be the easiest thing on the planet for you. If it's all about you and making money, you are going to find roadblock, after roadblock, after roadblock.

How Do I Position Myself as an Authority?

The language that you use is absolutely important. If you want to do it yourself, you can certainly reach out to other bloggers who might be a little more successful. They deal with this all of the time. You might want to say, "Hey, I was looking to reach out to a few journalists and/or bloggers. Could you take a look at my message to see how you feel about it? Does it feel like I'm coming across too salesy?" Okay? Because here's the thing, and I'm going to go back to this because it's so critical. If you take the approach of, "The reason that I'm reaching out is because I want to serve the Fox 35 audience."

I get hit up for guest bloggers all the time. We all do. So, if you take the approach to say something like, "Look, I don't need any kind of promotion or links back. Honestly, that's not why I'm doing this. I'm really reaching out as a way of saying, 'Thank you'. I love all of the content that you, as a content provider, have created. Really, I would just love to find a way to give back in some way and serve your audience as a way of saying 'Thank you' for everything that I've gotten from you."

Some people who hear me as I am explaining this, they might get really nervous and say, "Wait a minute! What if I get nothing out of it? What a waste of time!" Hardly! The most important thing that you're going to get out of this is the relationship with an influencer. It's all about relationships. If you are a spammer, forget it. You aren't going to experience any progress in

PR, and you're going to think that this whole thing is incredibly frustrating. But, again, if you just go and serve people, you're going to encounter one success after another.

Contacting Journalists

Unfortunately, we get a lot of requests from authors who want us to help them publish their book. They want lots of PR, and we work with a lot of authors. We are really good at turning them into media stars. That is, unless they come to us and they say, "We'd love to get a lot of publicity for our book." "Oh, when does it come out?" "It came out a couple of weeks ago." Well, wait a minute. Now, the best time to plant a tree was 20 years ago. The second-best time, I guess is now. What you want to do, if you know that you have a book that's coming out in, say, 3-6 months, the time to start building that relationship is now.

If you know that you are going to be making an "ask" at some point in the future, now is the time to be planting all of those seeds. What are those seeds? Well, one platform that I'm a huge advocate for, which has eliminated what you used to have to spend thousands of dollars to a PR firm for, is Twitter. Most journalists actively use Twitter. So, if you know how to play Twitter... Okay, I'm not saying that you have to love it. I'm saying that you need to use it as a communications tool.

You want to use Twitter to:

1. Identify influencers that, ultimately, you would like to have a working relationship with. That's the first thing you do.
2. Then, you need to curate, and you need to take all of the people that you would put in that bucket into a Twitter list so you can get to know them. You want to have a relationship with them, so you have to learn something about them first. That way, you don't look like a fool and like it's all about you.
3. The next step is you need to engage with them on some level. This engagement could really just be as simple as liking all of their stuff on social media. You could reply to or retweet what they have said. Just engage with them. Really, the only way you could screw this part up is to violate the #1 rule of Twitter, which is, "Don't be creepy". As long as you aren't being creepy, you are going to do okay at this.
4. The next step is that, at some point after you've gotten on their radar, you are going to make an invitation. That invitation is going to be something that, at the very least, is a win-win. Ideally, it would be something that is primarily a win for them, and you are just there to do what you can to help out. All journalists are very, very busy. So, that should give you a clue about the kind of language that you would use. And, I'm going to tell you right now... Most of the time when I teach on this topic, so many people want to pin me down and drill me on the language that you need to use. The language is actually not that important.

People act like there's some type of hypnotic script that they are supposed to use. Look, since I've had over 2,000 media appearances, I can tell you exactly what to say. Just speak and honor the relationship for what it is. Don't try to be overly familiar, but please don't be overly formal either.

You should treat a journalist like you would a person that you have mutual respect for, but you kind of look up to them. Nobody throws away fan mail. At the same time, don't degrade yourself. You should take the approach of, "I happen to be an expert in this one thing, and I'm a total geek on this thing. I would love to share this information with your audience in a way that would be helpful to you."

It's not rocket science. Some people are still nervous about that. You know, you are really just going to have to phone a friend and ask them "If you got this pitch, how would you respond to it?" A lot of what we do is orchestrating that language so that it performs very well. After thousands and thousands of media pitches, we start to see which ones perform really well over time.

How Do I Know Who to Talk to?

Twitter has a pretty comprehensive search function, and there are other tools that you can use as well. I generally don't find that I need to go into those paid tools. There are some freemium tools that you can use, like [BuzzSumo](#). We happen to use some agency-level stuff that is pretty powerful, but it's really expensive. For the average person, I would tell you that if you just want free, then all you have to do is just search. Like, you could do a Google News search for bitcoin to find everyone that's writing about that. Then, you can go through and look at all of the stories. **Almost all of the time, a journalist is going to have their Twitter handle right there.** Bam! There's a Twitter handle. Click and add it.

Look, you don't have to do this work. You can hire someone on [Upwork](#) for \$10 an hour, and they would happily do this for you. And, if you pay them \$80 or \$100 for 8-10 hours' worth of work, you are going to have a really good list at the end of all that. Identifying journalists is probably the most boring part of the job. You can do it if you want to, but this is a job I would hire out for. Again, if you have access to agency-level stuff, then you can get really scientific on who you want and what you're after, but the poor man's version of doing it is just to hire a VA for \$8 or \$10 an hour, and they'd be happy to do it.

Make an Offer

You make them an offer that would add value to whatever they typically write about. For example, you might say, "I noticed that you normally write about Bitcoin. I don't know if you've seen this, but this story is trending right now, and this happens to be an area that I am a total geek on. Let me know if you want to pursue this. I'd love to give you a tweet or two to help out with this. This is a major, major story." That, right there, would work. It's not beautiful because it just came off the top of my head, but that's the kind of tone that you should have.

Treat yourself like a bird dog. A bird dog knows how to find what a hunter is looking for. That's an analogy for what you are doing here. You are reaching out to influencers and journalists that have content needs, so become their best friend. A journalist would normally have a Rolodex, or a list of go-to people, that knows a lot about what they are trying to find. For

instance, I am a total geek on couponing, so when other journalists and influencers need information about that, they come to me over and over about that. They can't get Dave Ramsey or Clark Howard to get quotes on consumer savings, they look me up instead. When they do, I'm very happy to oblige.

Another thing is availability. **Make sure that you are extremely available.** If you ever get a tweet from a journalist, or an email from one, drop everything that you are doing and take care of that. It will pay off because you'll become a reliable source for them, and they will really hook you up.

As a business owner, I'm extremely busy, but I will tell you again that I drop everything that I'm doing if I get an invitation to work with the media. I play the long game, and I serve, and I serve, and I serve. I remember that I did three stories with my local CBS affiliate, and did I have much to gain from that? Not really. But, that fourth story was all about Savings Angel, and I ended up doing thousands of dollars' worth of business because of that one news story.

So, that's why you plant those seeds. It's so that you'll have those relationships. If we can get you to a place where you are surrounded by 20, 30, 40 influencers, journalists, or other thought leaders, it's "game, set, match". That's all you need to succeed in business today.

What is a PR Kit?

A press kit is actually... Don't get overwhelmed with this. It can be very, very easy, and I'm going to tell you right now that a designated page that has just a bio and a picture of you that's called a press kit is 10 times better than having no press kit at all.

A press kit is also a little bit different from a media kit. A media kit is more like, "This is how we do business together." A press kit is more like, "This is an executive summary that's all about Josh, all about Daniel, here's my bio," or more ideally, "Here's multiple versions of my bio". It might also contain a headshot, pictures of my product, a high-resolution version of your logo, and some questions that a person in the media might ask you. You could also have some facts and figures about your product or service included.

Authors need to include a paragraph or two, or a bullet point list would probably be best, and it should be titled, "How to sound like you've read my book," because, "*SURPRISE! They never read the book!*" But, they all want to sound like they've read the book. So, when you put these resources out there for them, they're like, "Fantastic! This is a segment in a box," and they start to think, "I don't have to work very hard to work with this guy. I'm going to do it." Journalists are always searching for easy stories to do where you do all of the work for them.

Why Would I Do the Work for Them?

When you want a yes from someone, make getting to that yes as easy as possible for them. That means asking people to do as little as possible. **In other words, do as much of the work as you**

possibly can to make it easier on them, and there's a much higher likelihood that you'll get a yes from them.

You want those yesses. Just think about it. If I were an influencer, and I had 10 times the amount of authority that I have currently, what would I want from other people? Always put yourself in their position and take no mind for what's in it for you. I know that it feels risky and like you aren't going to have anything to gain. Just trust me. I've been doing this for years, and we have helped a lot of people. It absolutely works.

Someone told me this exact quote. "Where you plant your seeds is not necessarily where you'll reap your harvest." But, just do it anyway. Listen, if you want to be a rock star on Google, just go and serve audiences. Google will just naturally reward you, from an SEO perspective, for doing that. You can Google my name, and I'll tell you exactly what you're going to find. It's not bad, and that's because I have been working and serving audiences for quite a while.

Final Tips

I just want to get really clear on why we are doing this and the value of authority. For you, the listener, I want to ask you a few questions. Imagine that you woke up in the morning with 10 times the authority that you have now. What would your day-to-day business be like? How would your family and friends treat you after seeing you get heralded in the media over and over again?

If you were to share that on Facebook, how would that feel? When you show up at conferences, how will that feel? Are you going as an attendee, or are you going as a speaker? How do people react when they see you at those professional conferences? That's why we do this. We do this so that we can have a huge impact in the world. The majority of people who write a book want it to have a major impact on the globe, and if you truly want that to happen, you have to make your authority and influence a major priority. What I've just shared with you today is the fastest path to gaining that authority.

You know, back in the day, you could be an overnight success. That's exactly what we want to do, but we do it through service. You don't just want to be Machiavellian. You want to truly love other audiences. It's just a natural cycle that you end up just winning.

Connecting with Josh

I do a lot of teaching and pro bono work. If you'll go to UpMyInfluence.com, you can join me on a webinar where I will spend a little bit more time breaking this down. That way, you'll have some very, very actionable things that you and your team can go out and do to start winning. Everybody wants to work with a winner. I firmly believe that everyone has a message that could possibly impact the world, so our job is simply to turn those people into media stars so they can have every bit of it.

Resources

UpMyInfluence.com

BuzzSumo

Upwork

Real Fast Results Community

If you are diggin' on this stuff and really love what we're doing here at Real Fast Results, would you please do me a favor? Head on over to [iTunes](https://www.apple.com/itunes/), and make sure that you subscribe to this show, download it, and rate & review it. That would be an awesome thing.

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As always, go make results happen!