



20 TIPS TO GET VISIBLE STARTING NOW

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Research till you drop! It's fun!

1. **Get curious.** What journalists need me as their expert? Make a list—start with your brand champions as they know people you don't know they know that may have recently received publicity (find out what they did).
2. **Research, research, research, and repeat.** The key is to notice those with influence who are experts that cover your field of expertise. For example, you are an interior designer and want to get your work picked up by [Dwell Magazine](#). Read the magazine religiously, and determine who writes for the magazine that resonates with you. Your style. How can you help them with content?
3. **Set up a research calendar.** Just as you schedule out your business day to include a certain percentage of time for marketing, putting in client hours, networking, and follow-up make sure to schedule time for research and make sure you are clear on that you will work on in that time frame.

Media to consume

4. **Buy magazines.** Yes, buy them at the market or book store. If the publication is online and also has a print presence, chances are they offer different stories and sections than the online version does. Make sure you check the magazine or local neighborhood paper against their online presence. The writers may also vary. (Now that we are past 2020 – some print magazines will no longer be in print. But most larger publications will be.)
5. **Watch local and national network television shows.** Want to be on a talk show? Do your homework. Are you a great cook? Trying to start a business doing cooking demonstrations? Watch [Rachel Ray](#). Research online to see who books

guests. For example, [New Day NW](#) is produced locally in Seattle, Washington at KING 5 studios in Seattle (NBC affiliate). And if what you provide is newsworthy, they do not charge you to be on the show. (This works nationwide on most shows.)

6. ***Listen to radio shows.*** So you only listen to self-improvement CDs or MP3 in your car? Change it up a little to include listening to [radio talk shows](#). Where are you a fit? What hosts do you like? Listen to how they speak, what they like, and who they interview. Can you provide them with great content? (When I asked someone recently if they listen to [NPR](#), the look I got resembled a deer in the headlights. Never let this be you. Know what is out there. (Think international, national and local.)

7. ***Podcasts are your best friend.*** This stellar medium is growing at the speed of light, and there are literally hundreds of thousands of shows out there that need your expertise. The issue is finding the shows that truly fit for what you do and better yet where you want to go and who you help. Remember you are building credibility. The [Internet](#) is your best friend. Also create profiles on [Matchmaker.com](#) and [Podmatch.com](#). Getting interviewed on podcasts is one of the fastest ways to build credibility.

Rules to communicate by

8. ***Never use bad grammar in written communication.*** It looks unprofessional and can diminish credibility. You can add your personality without using bad grammar (like seriously!). A resource to keep you honest for written communication is [here](#). Grammar and hype hold hands in poor communication and we are all guilty of it. (Even famous journalists and thought leaders.)

9. ***Don't be Gary Vaynerchuk*** – avoid hype. If that is a style you want to adopt to be taken seriously, it can be self-defeating. There is nothing more irritating to the media, than hearing “like,” it’s like” and other words that bring nothing to the

conversation (like profanity) and are repeated ad-nauseum. A great article on [hype](#) can be found here.

10. **Purpose.** Just as you have business goals and personal goals that resonate with your purpose, create that same authenticity for publicity—don't hurry, be thoughtful in your approach to messaging. This comes into play when you are trying to communicate and build a relationship with the media. Use [metaphors or similes](#) to describe your expertise.

Preparing to add value

11. **Build an industry fact sheet.** This piece is not a fact sheet about you, (that is a biography) but facts about your industry the media can use. They love it if someone researches them. If you are a parenting expert, back it up with facts that you can refer to and cite in your writing. The bonus is that you will use it in your online media kit down the line too. For example, check out this industry [fact sheet](#) we produced for Healthy Sense of Self.

12. **Nail your 50 and 100-word biography.** It is dependent on how you position yourself: as a company or individual (for example, a coach or journalist) and where it will show up. A good rule of thumb is to research how contributing writers produce theirs. Here is a sample from a *Huffington Post* contributor, [Anna Shen](#).

13. **Write everything down.** If you are driving and listening to a radio show or podcast and can't write something down, then have your phone set up to record or ask Siri or Bixby to make a note of a particular host or show you want to investigate further.

14. **Think like an investigator.** It is list building again! Only you are [investigating reporters](#). Create a spreadsheet that reads like you are making a list of contacts you believe to be your ideal clients. You know the drill: First Name, Last Name,

and so on. The difference is you have to go at this like you are vetting a possible date on Match.com. After you know who they write for, and have identified they are someone you can provide content for; the race is on!

Social Media – what you've all been waiting for!

15. ***Where do media folks hang out?*** Once you have your spreadsheet set up, you need a column for social media. How active are they? Do they like pizza? Many personal traits can be found if you look hard enough. It can help you in creating conversation.

16. ***Make LinkedIn a separate column.*** You will learn quite a bit from LinkedIn about their journey professionally and otherwise. How much do they divulge? What does that tell you about them?

17. ***How are they engaging?*** Do they primarily just engage with people that comment on their blogs or articles, or do they engage more on social media? Do they open themselves up to the public or are their pages private? Where they play, you need to play. Do you have access to lists they create on social media? Who do they follow on Twitter? Why?

Online Resources

18. ***Register for [Help A Reporter Out \(HARO\)](#)*** it is a free service and be sure to read the instructions. If you are serious, this can be your best friend. Set the alarm to view it three times a day right when it comes out. Within an hour they have made most of their decisions. (This is where that short 50 and 100-word bio comes in, and make sure it contains your website.)

19. ***Register for [RadioGuestList.com](#)***. Be careful on this one. If it is free, and you are willing to put in the time, it's worth it. There is a paid option, but we have found the free option is enough. There are also options for teleseminars, and they

are helpful but as with most things, you take what you can use. The training is for beginners, and as long as you are ready to do the work, any training like this is worth it. Just be watchful for the upsell that may not bring the results you want. They send opportunities to your email.

20. **Bookmarking.** TV.com is a general resource where you can look up programming across the country (for example researching day time talk shows). TV.com is owned by CBS Interactive and serves as yet another way to view television without owning an actual television. You will be surprised how many web TV options they own. Lastly, you will want to bookmark Alhea.com. This website is a resource that searches several search sites at once and it in-depth. Type in daytime talk shows and see what pops up.

By now you have questions and I am here to answer them. Feel free to reach out to me at Lynette@FiretalkerPR.com.

To your success!