Day 1 - 3 Uncommon Ways Masterclass with Lynette Hoy Chat Content

00:21:20 VICTOR KANMELU:Miracle

00:22:44 Angela Hall, That Helpful Chick: If you have not already done so, download your workbook here https://firetalkerpr.com/workbook

00:23:20 iPhone: What will interest the media about us?

00:24:07 Angela Hall, That Helpful Chick: Hi Everyone, I'm Lynette's assistant and am here to help. I'll be compiling all your questions to make sure Lynette answers as many as possible.

00:26:17 Angela Hall, That Helpful Chick: Please put a Q in front of your question to make it easier for me to locate :-)

00:27:56 Marcelle Allen: Q: Effective strategies to get the media to “play” with our program instead of just interview us?

00:29:33 Bret Ridgway - BretRidgway.com: Q My concern regarding PR is that to do it "right" will require a significant investment

00:30:22 Angela Hall, That Helpful Chick: During active Q&A periods, you are welcome to raise your digital hand and come off mute to ask your question as well.

00:31:49 Leah: I don't feel like I know enough to ask a question yet

00:32:37 Angela Hall, That Helpful Chick: no to worry Leah. There will be time on all 3 days for you to ask any questions that do come up for you.

00:32:38 iPhone: I haven’t advertised about my coaching business anywhere. Should I write an article or talk about coaching on YOUTUBE?

00:33:27 iPhone: How to up load the book?

00:33:43 Angela Hall, That Helpful Chick: If you have not already done so, download your workbook here https://firetalkerpr.com/workbook

00:34:02 Angela Hall, That Helpful Chick: you would have gotten that link in the email that went out last night and this morning

00:34:26 Marcelle Allen: I feel more like a mover & sneezer today than a mover & shaker. I'll be staying off video but I'm here 😵😎

00:34:42 AlexM: Likewise. I'm here! Just not on video

00:35:53 AlexM: Yes!

00:36:36 Barbara Ingrassia: a LinkedIn Biz page too?

00:41:07 AlexM: That's me!

00:41:50 Judith McLean, Edutainer: Cuz I do corporate presentations, probably HR magazine reporters

00:57:03 Agnes Loughlin: So many people on Linkedin, once you connect, they want to sell you their services right away.

00:57:45 Leah: Agnes, YES! I find it to be a fairly new habit.

01:01:42 Vicki Dello Joio: Hyperlinks also help SEO, right?

01:01:50 Angela Hall, That Helpful Chick: internal links are good as well as external links so if you can link to another post you wrote on your website, that can be good for your SEO as well

01:02:13 Angela Hall, That Helpful Chick: that is correct Vicki

01:02:21 Judy Baker, Book Marketing Mentor: Curating content is a fabulous way to up your visibility

01:02:50 Vicki Dello Joio: you can turn blogs onto newsletter too

01:03:29 Jan Wallen: Great idea Vicki

01:03:35 Angela Hall, That Helpful Chick: absolutely - best way to repurpose your content. you can also take social posts and turn those into newsletters and blog posts as well

01:04:36 Angela Hall, That Helpful Chick: https://medium.com/

01:04:54 Jenny Warner~I Shine Brite: how does SEO feel about that?

01:06:46 Judy Baker, Book Marketing Mentor: Newsletters on LinkedIn - repurpose your email newsletter or blog post and spiff it up and get seen.

01:06:52 Angela Hall, That Helpful Chick: SEO (search engine optimization) especially Google - is looking to make sure your content is relevant and fresh that is why it is a good idea

to post blogs on a regular basis so Google can see that your website is current and not stagnant. It helps you rank better in searches

01:07:18 Annekatrin Madlung: Do I post from the business page or the personal profile?

01:07:22 Angela Hall, That Helpful Chick: if it's your content, then it's fine.

01:07:56 Jenny Warner~I Shine Brite: Thanks @Angela

01:11:07 Judith McLean, Edutainer: Is Medium.com mainly an American or international? audience?

01:11:54 Vicki Dello Joio: glad it's being recorded since I have to jump off a little early for a rehearsal for a conference I am emceeing next week. (No control of that schedule, sad to say) I look forward to watching the rest on the recording

01:14:02 Jan Wallen: Lynette, this is TERRIFIC information -- especially the specific details and action steps!

01:16:59 Angela Hall, That Helpful Chick: I have ranked page 1 of Google for an image before

01:17:17 Debra Blaine: No dolphins?

01:17:33 Judith McLean, Edutainer: 3 b approach, no belly, no boob, no bum showing. Had to teach candidates for job search that

01:17:41 Bettina Carey: When talking pics there's no better photographer than Ingrid Pape-Sheldon who is on this Zoom meeting. She is absolutely the very best. :)

https://pape-sheldon.com/

01:18:46 Angela Hall, That Helpful Chick: but please, please, please optimize your images before loading them to your website so they don't cause your page loads to slow down

01:20:13 Jan Wallen: Please send more info

01:20:28 Tabitha Moore: Media library?? tbtmoo66@gmail.com

01:20:40 Joie Seldon: What does optimized mean Angela?

01:21:08 Debbie at ThePurpleVine.com: What do I use an an ALt tag?

01:21:24 Bettina Carey: Lynette helped with a wonderful media opportunity with Global Woman Magazine and they asked for three photos. I sent the ones taken by Ingrid. Here's the link to see the article that Lynette helped me write and the photos too.

https://globalwomanmagazine.com/bettina-carey-shattering-the-glass-ceiling/?fbclid=IwAR1C3xpbA13fNtI2uwS77sp-QEdRaQ6A_4I2Rl2jVMAwzLaJ_KOHZQN-rUc

01:21:25 Angela Hall, That Helpful Chick: ALT tag is most effective if it describes the image

01:22:35 Judy Baker, Book Marketing Mentor: Bettina - you look gorgeous

01:23:24 Bettina Carey: Awe … thanks Judy. Ingrid is responsible. She takes our natural beauty and brings that extra special spark in our soul out. :)

01:24:05 Angela Hall, That Helpful Chick: Guest posting:

https://bloggerspassion.com/guest-posting-sites-list/

01:24:31 Ingrid Pape-Sheldon: Thank you Bettina! You are so nice!

01:25:38 Bettina Carey: It's time for a new shoot. Let's do it! :)

01:25:55 Judy Baker, Book Marketing Mentor: I am open to guest posts on my blog for authors. Text me at 707.210.6696 if you want to swap

01:26:04 Ingrid Pape-Sheldon: Yes, let's talk!!!

01:26:08 Annekatrin Madlung: What is good video equipment and editing software?

01:26:56 Judy Baker, Book Marketing Mentor: Easy video tip - getpivo.com for a cool tool to use with your smartphone - like a camera person for you

01:28:12 Angela Hall, That Helpful Chick: https://ninjaoutreach.com/

01:28:15 Annekatrin Madlung: Thank you @Judy

01:29:09 Angela Hall, That Helpful Chick: H.A.R.O. https://www.helpareporter.com/

01:29:13 Judy Baker, Book Marketing Mentor: https://ninjaoutreach.com

01:29:20 Marlena: Thanks Angela for the links!!!

01:29:48 Leah: Feeling a little overwhelmed.... like where do I begin?

01:30:01 Barbara Ingrassia: Great goldnuggets. Thanks!!

01:30:01 iPhone: This is great information!

01:32:02 Tanya Y. Pritchett ~ TYPS4Life.com: Q- What was the number of followers did you mention for the influencers?

01:32:50 Joie Seldon: Tanya: at least 7K though 25K is better.

01:32:58 Tanya Y. Pritchett ~ TYPS4Life.com: @Joie- thanks

01:33:01 Marcelle Allen: We need your story!!

01:33:34 Paul Mubiru (+256750754465): Great insights so-far! I loved the visibility garden... Building relationship is the game changer! Thanks!

01:36:02 Marcelle Allen: Can you define the difference between a mention in a big outlet and a feature? Can we leverage them both?

01:37:09 Marcelle Allen: Start pitching? 🤪😉

01:38:50 Marcelle Allen: I love when people comment 😊

01:39:12 Judy Baker, Book Marketing Mentor: Also, send the influencer something helpful for them when you have something good for them

01:40:04 Angela Hall, That Helpful Chick: H.A.R.O. https://www.helpareporter.com/

01:40:08 Debbie at ThePurpleVine.com: Great idea Angela!

01:40:09 Judy Baker, Book Marketing Mentor: I have to stop at 12:30 (or close to it)

01:42:05 Leah: Been on HARO for years and have had little success. SO looking forward to using your template!

01:44:53 Judy Baker, Book Marketing Mentor: Awesome Sauce = Lynette Hoy

01:47:29 Greg Belanger -Top Dog Sales: Thanks Lynette, great info. I have another appointment now. Cheers

01:47:37 Judy Baker, Book Marketing Mentor: Thank you. I will see you on Friday.

01:47:59 Bettina Carey: Awesome information! Love your energy! Talk soon. :)

01:49:38 Debbie at ThePurpleVine.com: GREAT!

01:49:42 Judith McLean, Edutainer: HARO is pretty cool

01:49:54 Jan Wallen: Your template and advice here is SOoooo good!

01:50:03 Annekatrin Madlung: This is fab. - Is the pdf media kit also in the Media Library on the website?

01:50:35 Angela Hall, That Helpful Chick: yes, in media on your website

01:50:52 Annekatrin Madlung: Thank you @ Angela!

01:51:43 Agnes Loughlin: Angela Hall is a great website/media helper and resource.

01:52:10 Angela Hall, That Helpful Chick: thanks Agnes 💔

01:52:51 Janet Pippin, Desirable Life: Thank you, Lynette. I have to run

01:52:56 Larisa Troche: Thanks Lynette. This has been great intel!

01:53:07 Annekatrin Madlung: I've got to head off. Dinner here (am in the UK). Thanks so much for today! So much invaluable, useful info. - Am looking forward to tomorrow.

01:53:34 Stacy Fisher, https://www.StacyGFisher.com: @Agnes - I agree. Angela is great!!!

01:54:22 Debbie at ThePurpleVine.com: How do I optimize my images? DebCompton1@gmail.com

01:54:23 Tanya Y. Pritchett ~ TYPS4Life.com: Thank you Angela!

01:54:27 KD Wagner https://bit.ly/GetLRKit: I'd like the video - kd@goldstarmatrix.com

01:54:28 Stacy Fisher, https://www.StacyGFisher.com: @Angela, please send video to me.

01:54:37 Marlena: Check out Angela Hall!!! She is AMAZING and will help you with your website and beyond...a WEATH of information!!!

01:54:38 Marilla Arguelles: Thanks, Angela

01:54:47 Ingrid Pape-Sheldon: This is so great! Thank you so much Lynette for high quality information. Needed the kick in the b...🙂 And thank you Bettina for inviting me here. A pleasure seeing everybody

01:54:49 Jan Wallen: Angela -- please send the video and info. Jan@RaiseYourFees.com

01:54:54 Mary Kraemer RN: Video thank you Angela

MaryKraemerRN@gmail.com

01:54:56 Tanya Y. Pritchett ~ TYPS4Life.com: @Angela- Video- Tanya Pritchett fulgham74@yahoo.com

01:54:59 Angela Hall, That Helpful Chick: SourceBottle https://www.sourcebottle.com/

01:55:12 Angela Hall, That Helpful Chick: Qwoted: https://www.qwoted.com/

01:56:03 iPhone: I would appreciate the video..thanks Angela! Christine-Onelovepower027@gmail.com

01:56:42 VICTOR KANMELU:Angela send visuals to djimortal@gmail.com

01:56:43 Tabitha Moore: video please tbtmoo66@gmail.com

01:56:55 Barbara Ingrassia: 👍

01:57:27 Stacy Fisher, https://www.StacyGFisher.com: @Angela please send video to Stacy@stacygfisher.com

01:57:46 Gail Weatherill: This has been extremely helpful. I now have a place to start. Looking forward to tomorrow's program!

01:58:18 Marcelle Allen: Thanks 🌻👏 Lynette you are fantastic!

01:58:46 Stacy Fisher, https://www.StacyGFisher.com: Thank you, Lynette. Great content!

01:58:46 Tanya Y. Pritchett ~ TYPS4Life.com: Thanks Lynette! Great Day 1

01:58:50 Tabitha Moore: thanks so much

01:58:59 Marlena: Awesome!!!