

Market Magnets #7

Expert Outreach

Positioning yourself as an EXPERT in your field really increases your credibility and opens doors to more clients, higher fees, and opportunities that might not otherwise exist for you

People need to connect you with your target market. Period. When someone encounters a person or situation that falls within your area of specialization, yours should be one of the first names to pop into their minds. It's up to you to make that happen

One great way to help people start connecting your name with your market is to GET OUT THERE! Whether it's in print, on screen, or in person, it's important to get in front of your people whenever possible

One way to get that visibility while increasing your credibility is to offer up your Expert Services. Offering to provide information, a quote, or an opinion helps the person looking for it, helps the community, and helps you

There are things you can do to become the person called by the local (or national) news (print, radio, or TV) when it comes to stories related to your target market/expertise. Essentially, you must educate your audience to know that you're the one to contact – the one that is responsive, helpful, and informative. All of that adds up to YOU being seen as an EXPERT in your community

Don't forget to post your expert work on your website and in your social media – add links to the articles or videos you are part of. Let the world know that you know your stuff and the media looks to you for help

The first step is to consider your target market/expertise and determine who the Key Players might be in your town. For example, if you work with kids and families, you'll want to gather the names and contact information for the news people (on TV, Radio, and in print) who do human interest and/or family stories in the news. Once you've identified them (by scouring their websites, calling the stations, or paying attention to who is typically reporting this type of news), it's time to reach out

[If you are interested in getting national/international attention, you can also participate in HARO (<https://www.helpareporter.com/>), where you register and are sent requests for comment/info for specific stories. A quick turnaround is required for you to be considered, but the potential exposure is worth it. I did this a couple of times and as a result my name was cited all over the internet and in print (google: job depression Legge and you'll see a thumbnail of the citations I got from responding to a HARO inquiry and taking 30 minutes to answer the reporter's questions while I was on vacation in 2010)]

Keep in mind that most news people and writers are under deadline (especially when it is breaking news), so the sooner you respond, the greater the chance you'll be chosen and they'll call again. Even if you can't make the deadline, thank them for the inquiry and tell them you are interested and willing for the next opportunity they have

Here is a sample email you might send to one of those Key Players:

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Date:

To:

From:

RE: How can I help?

I've noticed that whenever there is a news story about important issues regarding kids and families, you're the person behind it. I especially enjoyed your recent story about how to prepare your kids to get back in step for the school year.

I'm a Licensed Mental Health Counselor and my passion is working with kids and families as well. We work on all kinds of things, like: getting through divorce, dealing with depression, managing anxiety, working with ADHD, death, deployment, and {insert any topic you think might be pertinent to the season, or might interest them in this list}.

I'd be happy to help you with a "mental health perspective" whenever it's needed in your stories. I understand that this information might be needed on short notice, but I'll do my best to assist you whenever possible.

Please feel free to respond by email or you can call me at 555-5555. I'd be happy to tell you more about what I do in terms of how I can help you.

Sincerely,