



Marketing yourself through articles

Confab 2003

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Introduction

Selecting

Creating

Leverage

Questions

www.globalreachcom.com

Presentation plan

- Introduction: part of your plan
- Selecting your medium
- Creating your portfolio
- Leverage for best results
- Questions



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What is it, anyway?

- An article contributed to a magazine
- Free of charge
- Two purposes:
 - Provide useful information
 - Show you as a good source of solutions



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What's so great about it?

- Credibility with current clients
- Awareness for prospects
- Education for referral sources
- Further your own learning
- Change your self-image -- walk taller!



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Marketing advantages

- Relatively certain of results
- Little potential for damage
- Good control over what's printed
- No printing costs, unlike brochures and newsletters
- Can reach people you don't know
- Target your message tightly



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Marketing disadvantages

- Slow results (months!)
- Some sectors of economy can't be reached through magazines
- Risk of getting bumped
- Need to find an angle of interest to the editor



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Setting direction

- Skill areas to protect and maintain, that pay the rent now
- What skills/image will be important in the future?
 - You ARE building new skills, right?



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Which markets to reach?

- **Geography**
 - What size area you want to serve
 - Is your subject matter geographic?
- **Profession**
 - Such as law, HR, QC
 - Can you develop relevant material?
- **Industry**
 - Automotive, IT, hospitality
 - Relevant material?



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Finding the right media

- Start with your own knowledge
- Ask colleagues and friends
- Check with the market
 - What's in client waiting rooms?
- Media directories, eg. Bacon's



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Choosing magazines

- Do they take articles written by consultants?
- Is there a good mix of “real,” journalist-written articles?
- Do they publish contact information, such as e-mail?



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Types of articles

- **How-to**
 - position you as implementer
- **Developments and trends**
 - show you as informed on issues affecting the reader; big-picture
- **Opinion article**
 - writer must be an “insider” as far as readers are concerned
- **Case studies**
 - work best if client co-writes



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Writing the query letter

- 1. What's the topic?
- 2. Why is it of interest to readers?
 - demonstrate your understanding of the magazine's purpose
- 3. What points will be covered?
 - provide a brief, bullet-point outline
- 4. Why are you qualified to write?
 - include your experience as a writer



Ways to write the article

- Write it yourself
- Junior or marketing staff writes it
- Commission an external ghostwriter

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Article basics

- It's real journalism
 - needs to be genuinely informational
 - don't try to "sell" through your writing
- It's a marketing project
 - show yourself to be someone good to work with
 - needs to demonstrate expertise you want to sell



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How to irritate an editor (these methods really work!)

- Miss your deadline
- Write to the wrong length
- Be promotional



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Maximum results

- Obtain copies of magazine
- Distribute around your firm and to colleagues elsewhere
- Web posting of PDF
- Reprints of article
 - always obtain editor's permission
- Multiple uses of the information
- Series of articles



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