

SIYOP Workshop

Session 4-1

History of News Jacking

In today's session we're going to be talking about the Authority News Release blueprint. This is one of my favorite things in all of authority marketing. It's really fast. You can knock them out. They're powerful and you can test out different ideas. You can test out different angles and hooks and see what people respond to. That's my favorite part about all this type of stuff is testing stuff like that. So I really, really like these. So this is going to be a fun one today for all of us.

First we're going to cover the history of news jacking which Jack and I did not originally come up with. We've changed it up a little bit. We're going to go over the origins of it and explain that. We're also going to talk about why that original format does not work anymore. We'll go into how we've reinvented it into something that's extraordinarily powerful, and we'll also go through the blueprint of crafting your own authority news releases and stories. And we'll go over some benefits of this authority news releases and case studies showing how this affected some people's businesses.

The first is the history of news jacking. There's a guy by the name of David Meerman Scott who wrote a very, very popular book *The New Rules of Marketing & PR* so if you don't have that, that's one you definitely need to get – it has all kind of good stuff in it. He also wrote a book back in 2011 named News Jacking. It refers to the practice of capitalizing on breaking news stories to get journalists scrambling for a fresh angle on the story. With the goal being to get the reporter to include you in an article.

So the whole goal for this process was to put your ideas out there when journalists were scrambling for ideas so they could include you in articles about it and that would then, as a benefit would give you expert positioning and exposure. And this is basically what a graph of what this would look like. See down at the bottom left hand corner, Breaking News, that's what new news story just breaks and you'd look for that either on Google alerts or watch the news see when things are just hitting and find a way to insert your opinion and your business into that story right there, right when it was breaking.

So then we're to the point where a journalist starts scrambling for additional information and looking for ways to put new fresh angles on the story they find you there. They interview you they put you in the stories and it starts to hit and brings you in there. A very powerful way to get yourself out there. And it's proven to be extremely powerful but it was often used in a negative way.

This is what one of our friends Ryan Holiday wrote a really good book Trust Me Online. That was all about this. It was about the ways he manipulated the media using tactics like news jacking. He admits to this we're not saying anything negative about him he wouldn't say about himself. He used it just to show how it could be done and he worked for big companies. American Apparel was his biggest client.

You remember a few years ago when they were in the news constantly about different scandals, them having ads that violated other sites' content they wouldn't allow on it and he published them in those were very intentionally done to get more attention for his clients and he was very good at that.

But we wanted to use it in a positive way. We know that this is a powerful tactic that doesn't have to be used negatively for it to work. So we wanted to find a way that it would work in a good way and it worked. An example of this is one I did for Huffington Post.

I did an article based around my son. My son Jackson has Down's Syndrome. I tied in some business lessons learned from a little boy with Down's Syndrome. This was done about the time of a Down's syndrome Awareness campaign and it spread pretty well virally. And one person in particular really noticed it. It's kind of an important person you guys might be aware of, Ms. Winfrey.

Now it wasn't her that actually contacted us but it was The Oprah Winfrey Network that contacted us about doing some promotions for a special they had coming up about a group of young adults with Down's Syndrome That lived in a house together and they're airing it on her network and they asked us to help promote it which we did and I was also interviewed for a CBS news story about this. So this stuff it absolutely works. You can do this stuff in a good way, in a positive way and still get the pick ups and that's what we're going to be covering today, exactly how to do that.

What you're going to learn, news jacking that's positive and works most effectively with the modern digital landscape. I'm going to show you the methods that we discovered that allows us to ethically bypass journalists, directly put ourselves and clients in the national news and leverage it for authority positioning any time we want. And then we're going to show you how to do the exact same thing too.

First of all things this is not about. The whole purpose of this is absolutely not about is sticking the "as seen on" logos on your Facebook profile. And again there's nothing wrong with using the "as seen on" logos. They work and they probably do convey an authority positioning but they can be overdone particularly on Facebook. It seems they're really overdone and losing that effectiveness. However that's not what we'll be covering today.

It's also not about blasting out a bunch of free press releases trying to get one that works to get immediate press attention. That was certainly the way press releases were used before particularly in the original news jacking. That's the way it was used, cranking out a whole bunch of these hoping to get one that would stick or catch the attention so it would work. That's not about what this is it's very purposeful crafted content that's designed for a very specific purpose. You're not going to have to do a whole lot of different versions on. You're going to put one out and we're going to make that one work.

It's also not about keywording your press releases to get a bunch of unqualified traffic. As an SEO guy that was certainly a big thing in early days of press releases, but five years ago press releases were great for getting traffic. You could stuff some keywords in the press release, do some back linking stuff on the backend, get it to rank high on Google for a few days, get you a bunch of traffic in, the press releases would send that to your offers, worked really well. It's not about that this is not about keywording. It's not about a lot of traffic. It's about authority positioning And getting national media exposure.

It's also about consistently putting new stories about you in front of your prospects. This is one of the powerful things and I want to talk about this for one second here. If you one time, put an article of yourself in front of your prospects saying "Hey this is an article a local TV station website ran about me. Check this out." They'll forget about it. They'll say. "Wow that's cool. They got a nice win."

If they see this every few weeks, every month and see different things happening, different places picking up and running your stories. It starts to really build that authority positioning. And that's when they start to see you differently. After a few times of seeing it, it starts to click. And I can tell you from personal experience as things went on with me from doing these original pick ups to where I started writing for Huffington Posts, and post those articles on a regular basis, it wasn't the first time that they said Wow. It was the third, fourth time that people starting saying wow you're really doing something special. I really want to know what you've got going on. It's consistently getting that out there.

This also gives you really powerful content to share on social media. In addition to you just putting out your thoughts or videos or pictures of you being at some event, this is another type of content you can share on social media on a regular basis. Your pick ups in different media outlets. This also will consistently give you new hooks for show or radio pitches.

If you're wanting to get out there and be interviewed on podcasts and radios which we're covering in upcoming training, session this is great, great source material. You're always going to have something. If you put out an article or put up one of these news releases it hits up there, gets picked up. You've got a great angle and go and pitch to someone. "Hey, my name is Brian Horn, I just had a release picked

up on CBS San Diego and it was about X. I'd love to come on your podcast and talk about it." That sounds really good and you're going to have new stuff like that all the time and you're going to see what catches people's attention and where their passions are and what they're interested in hearing about.

It's also a stepping point for larger media opportunities like Jack talked about last week with being a published author and having that best seller status. That's very powerful. This is another thing too. Once you've been featured in these places and you're pitching yourself to another place to either go be interviewed on local TV station, or to a local reporter to get on a radio show or whatever else it is. This carries a lot of weight when you can show that you have this type of background that you've been featured on all these different places.