

SIYOP Workshop

Session 4-2

Authority News Releases

The big problem with the old method. The three largest press release distribution services, which are PR News Wire, Business Wire Market Wire, sent out 642,035 press releases in 2013. That's 17,059 per day. Additionally the ranks of journalists are at the lowest level in 40 years and continue to drop.

When you look at the numbers, 17,059 a day it seems like a lot, but it's not that many. There's got to be 30K, 20K journalists plus out there. Yes, but everyone one of them are getting that 17,059 messages. Basically this is it. If you have an email account just to take marketing offers, just take offers from different products and different training courses from people that you follow. And every day you get 1759 emails in there. How many things are you going to notice in there? Probably almost none. That's what happened with press releases. They're so many out there. They're so easy to deliver. Unless somebody's looking for you, they're not going to find you at all.

When the distribution of press releases only reach professional journalists they're at a free lunch. What happened then, they'd get a

press release they could take it, reword it just a little bit, put it in their site and their publication and then have an easy ready to go story.

But that advantage disappeared when press release distribution services started directly publishing the content online. Business Wire used to take content from businesses and sent it directly to journalists. They'd go Ok, here's a good story about what this new services person is doing for this particular sector. Here we're going to send it off to this particular website that's publishing these stories on this subject. They'll publish it. It's good and it worked well.

But now when Business Wire gets that and they publish it right on their own site and send feeds out to anybody else that wants it. You've got hundreds of other sites that are automatically publishing the exact article. There's really no benefit for a journalist to publish it also because it's already out there hundreds of times instantaneously. Their benefit is completely gone now.

No matter if you have a really clever hook or idea, or even if you're doing something really, really important, world changing in your business, you're almost never going to get a journalist to write a story about it. The word *almost* is italicized because it's still happens. We'll show you some that we have gotten through. You will get it sometimes, but it's nothing you want to build a business around. It's nothing you want to build your marketing around. I'll show you a much better way to do this.

Your press releases just disappear into this black hole costing you time, money and it's an absolute waste of time to do it the old way. Because nothing's guaranteed and we're going to show you the way that is guaranteed to work for you.

The question you have to ask yourself, is reaching a reporter the real goal? Remember back when we first started talking about authority news jacking, the goal is to get a reporter to write a story about you. Is that really the goal you want? It's not.

The real goal is exposure and authority positioning. If we look at the reporter, or the journalists, as merely middlemen, to where we really want to be and not the end goal, it really opens up a whole new world on how we can use these things. How we're doing it differently than anybody out there, is everybody else is still is trying to go right for the journalists. We found a way where you can leap frog right over the journalist and jacked our message right into the national news and get that exposure and authority positioning.

We're going to go over the misconceptions of it to make sure you understand what we're talking about here. The first misconception is that going through a professional journalist is the only ethical way to get your business seen on a major news site. We have heard this before. People will question this method and say is this the only way

that I could do it if I get interviewed by staff journalist and have them write a story. And that's fine.

But the world has changed. That's the really old way of thinking. I don't mean to insult anyone that thinks that, but that is just not a modern way of thinking. The way the media works with the news cycle has changed. It's completely evolved. You're just sitting on the sidelines if you're not aware of that. I'm going to show you some ways.

First is they now have, many news sites have what they call guest contributors. This is what I am for Entrepreneur, and the same thing for Huffington Post, for AllBusiness.com, for Personal Branding Blog, several other places; I'm what they call a guest contributor. I don't get paid a dime to write content for them. I'm not a professional journalist. I'm not on staff. I provide free content for them. I'm still going through an editor there. They'll look at, they're publishing it, and they can reject stuff they don't want. I'm not a professional journalist. I would assume that everyone will agree that it will be a relevant way to be seen on a news site. That's really no different except I'm not being paid.

There's also what are known as content partners. This is similar to like a guest contributor, but instead of them working with a single person, they're working with an entire site. So I write for AllBusiness.com. They are a content partner with Yahoo Small

Business. Whenever anything is published in AllBusiness.com, it is automatically published on Yahoo Small Business, they're content partners. Guest contributor is a person that has an agreement with the news service. Content partners are when another site has the agreement with that particular news site.

The third one is syndication, which is something a little different. I'm going to explain that right now. Syndication is a process where a company has negotiated a deal with multiple media outlets to automatically publish a story approved and submitted to them. Back when it was a guest contributor, it was one person to one website. Content partners, one website to one other website. Syndication is one website, one company to a whole bunch of companies. When they negotiated a deal with a bunch of places to automatically publish their stories.

All three are very similar but they have those differences, where we're stepping up bigger and bigger. We have one person to one website, one website to one website, and one website to a whole bunch of websites with syndication. It's a very powerful way to put that out there.

Same way if you look at a radio show, like Rush Limbaugh. He does one show and he has it syndicated amongst many other individually owned/ privately owned radio stations that agreed to carry his content. He doesn't go through each one to get each show approved

and each approved and okayed. It's automatically done in a big package, very similar to what this is.

This just circumvents having to go through a multi-stepped approval process at every media outlet. Just like if you can think back when I first talked about being a guest contributor, everything I write for Entrepreneur goes to an editor there. They have to pay somebody to look at my stuff to make sure that it's okay, go back and change up any bad grammar that I have, which is probably there all the time, and they pay somebody to do that.

The content partners, they don't have to do that, but another website has too. Same with syndication. The syndication partner has to go through to make sure everything is okay before they send it out there. Each one of those other places that the content is sent out, there's not a person that on staff that has to sit down and approve it and go through and edit it. They've given that authority to the syndication partner. So that's all on them.

That makes it much easier on each one of those media sites to publish a lot more content than they could on their own, which gives them more traffic, gives them more revenue, makes their investors happier so they love it. But all syndication channels are not the same. I'll go over that in more details a little bit later on.

But it's very important when you're picking person to syndicate your content, or getting a syndication partner, that you get one that's putting your content on places you want to be seen. There are, I don't think there's a lot any more. There used to be a lot of free PR services. I'm not sure how many there are now anymore. I assume they're still out there, but they really just go on pretty junky pick ups, which are fine.

If you want to put stuff out there that there's not a problem with it, but for authority positioning, it really doesn't help that you get on some Joe's Finance blog.com and carrying a lot of weight. They'll push out to hundreds of places like that. Versus if you go with a more premium place, that's where you get on CBS in San Diego, ABC in Houston, you'll go on to the bigger authority networks, websites, all across the United States, or get in some newspaper websites. Those are a lot more powerful for our purposes. So when you're looking at that, you really want to look at what kind of syndication channels they're getting.

Misconception #2 is the biggest benefit is a surge of traffic. I hit on this a little bit earlier. I can tell you it ain't about traffic. It's all about the authority positioning. I can give you the best example of this probably than anybody in marketing can give you, from my appearance on the Howard Stern Show. Howard Stern has a pretty big following. He has 6-8 million listeners on every one of his shows. That's bigger than the Tonight Show. Sometimes on his bigger

shows, it's bigger than the combined audiences of The Tonight Show and Jimmie Fallon Show. They have about 4 million viewers each. On the high end, he gets 8 million.

It's more than being on those two shows. It's a lot of people listening to it. There's a lot of replays of it also. Being on there got us minimal traffic, minimal people connecting with us because of that. It was very, very small. But we begin able to say that I was interviewed on the Howard Stern Show about personal branding is something we've already benefited from tremendously, and we'll be able to benefit from ten years from now. It'll never go away.

It'll always be that he was the King of all Media on the biggest radio show in the world, and our business was on there. We were chosen to come on and talk about our particular area of expertise. That's what the benefit is of this stuff. It's not about surges of traffic. A lot of people look at that, they'll put it out there and they'll sit there wait and they'll be clicking their Google Analytics trying to see how many people are coming and what's happening, and that's not what you need to worry about. That's not where your power is going to come in with this stuff.

Misconception #3 is you should always sell yourself. These are not about selling. These are about stories. These are about positioning yourself or your subject, whoever the article is about, as experts. Really connecting with people on that emotional level, making them

want to read the story, having it in the same format as the journalistic articles where some people want to consume and doesn't repel them. We'll go over the differences of that right now.

Our solution is to craft your message into a journalistic style story that positions you as an expert and ties into a trending news story. We call them authority news releases. The old versions were called press releases. Our news format are called authority news releases. Then after you craft that, you submit through a good syndication partner that's already reached a deal to publish on highly recognized media sites you can't reach effectively on your own.

You see right here on this slide, back on us talking about us being able to bypass a journalist, this is how we're doing it. By doing this you want to see how you've done that. You're already writing a journalistic style story which is what you wanted the journalist to do, and you're also getting it seen on highly recognized media sites, which is what the other thing you wanted.

It doesn't matter that the journalist didn't write it. It doesn't matter that because you're not wanting traffic, so it doesn't matter that you might have if the journalist had written the story, you might have gotten more traffic right way, which I can tell you, you probably wouldn't anyway. That's not where the benefit is. You completely negated the need to chase down journalists and hope and pray that one of them will find favor with you with this method. It's very powerful.

We're going to go over these differences between these right now. I'm going to show you some live examples. First press releases are really for publicly traded companies that have finance journals looking for updates by stock ticker symbols. That's really what it is now. The way these work is finance journalists will have alerts like for Apple or Microsoft or Google stock ticker symbols to see what releases they put out. If they're not tracking that company, they don't care. That's it. Just to let you know, you cannot put other companies' stock ticker symbols in your press releases. You can't trick them that way.

But our authority news releases were designed specifically for entrepreneurs and mid-sized businesses that want to capitalize on exposure but don't have reporters actively looking for news about their company. We've completely designed this just for that capitalization on exposure and not about having to get, wait for the reporters to write the stories that we want.

Also, press releases have a very recognizable style and look like marketing. When your prospects see them, their subconscious goes into protective mode instantly. So it's not like you can put out a standard press release, send it to your prospects and they'll go "Oh wow, that's really cool. Look what Sally's doing." They'll say oh that's just a marketing piece.

Versus authority news releases, they're written in a similar style as journalistic articles and they're more focused on story and less on selling.

Now I'm going to show you an example of a press release. This is one that a person in a Facebook Mastermind group I'm in wrote and he asked me to look at it and tell him what I'd do differently because he put this out there and got nothing from it. You can see this from the headline, "Velcro Pay Launches New Merchant System Automated This Week." That's pretty dry. It's just all about them, it says "Hey we did this." That really does nothing focused on his prospects, nothing very interesting or emotional about that, but it's not a bad press release. This is a press release. This is the way people have been doing them forever. This is what everybody else does them. He asked me for suggestions.

Let me show you what my suggestion was. You can see what a difference what I'm about to show you is versus this one, and if you saw it how you'd react differently to it. "Local Business Find Protection From Predatory Financial Companies." See the difference there? This one is all about this particular merchant service launching a new program, and this one is all about helping local businesses. There's a big difference there. This is really what we're talking about. This is making it not as much about you making it more about your being more about a story and how you can help and showing your expertise.