


**LPM** (Publications Document)
**Updated:** 10/29/2020

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To get booked, events and companies are going to be looking for specific social proof:

- Good content on your website, social media pages, and to your email list that shows you are an expert on what you talk about.

- Podcast interviews on your topic. The more interviews you can do, the better it will look to companies. Any bigger-named shows boost credibility.

- Writing for large business and personal development publications on your topic. The names of large publications and your content on these publications is HUGE to companies. It helps show you're an expert because you are educating through respected and trusted platforms.

- Doing smaller gigs, and having references a company can follow up with. They will follow up.

To get published in large publications, you have to show that you're an expert on your topic, and you'll need some writer social proof.

Publications are especially looking for established experts in a topic. They're looking at your published content — not features, mentions, or interviews.

If you say you're a digital marketing expert but your foundation is mixed with a bunch of other topics, you won't be seen as a digital marketing expert.

There has to be clear, practical, and tangible branding throughout your foundation to become a contributor.

Here's the thing, you CAN still pitch without all of this social proof. At the end of the day, it's about finding needs and pain points. You can get hired with a little expertise in that situation. NOTHING should stop you from moving forward.

**LinkedIn Basics**

Your target audience: optimizing your profile means speaking directly to your ICA (ideal customer avatar).

Here are some questions to ask yourself when crafting your profile:

- What is the client struggling with when they seek you out? Or, how do they want you to help them, the company or department?

- What do they worry about on a regular basis or what issues are arising in the company that need addressing?

- What solution are they looking for that they think you can help them with?
- What are their complaints or frustrations about themselves/company current situation?
- Once they  got their desired outcome, how do they think it will impact them, the company overall and on a day to day basis?
- What do they want you to help them achieve? Not just the service you offer. Think big dreams and the bigger picture of what you can help them achieve.
- What results will they want to see? That would benefit them, the department and company.
- How do they think or wish they could feel from these results? How will things be different for them once they get what they want - for themself, the department, the company?
- What are they saying to themselves in their head?
- What specific words and phrases are they using? What story are they telling themselves?

OTHER CONSIDERATIONS:

Location - are you targeting a certain geographic area?

Industry- Linkedin has targeted industry groups you can sort by.

Seniority level- you can also sort leads by level (VP, director, etc).

Keywords- use word in your profile that your prospect would be searching for.

**Getting on podcasts for social proof:**

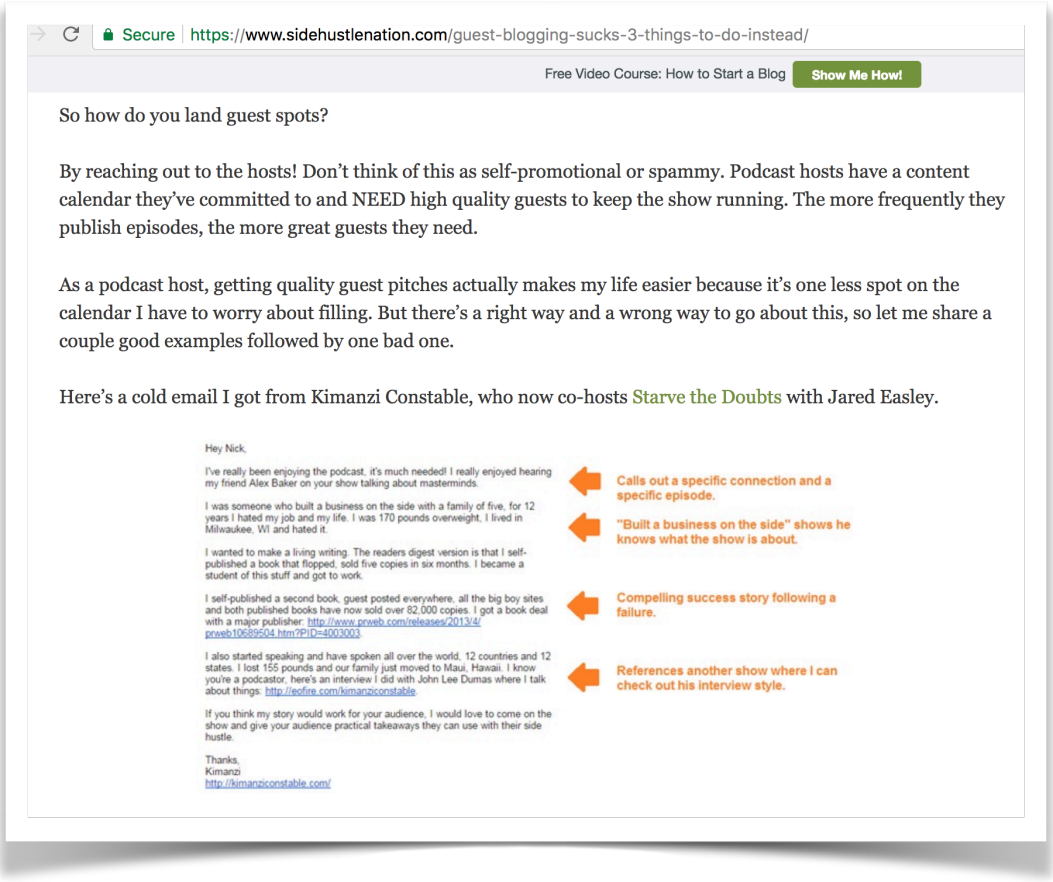
If you have never been interviewed on a podcast, there are several places you can go such as: http://www.radioguestlist.com/ and a major media outlet: https://www.helpareporter.com/.

You can also make relationships and find podcasters looking for guest in podcaster Facebook groups: https://www.facebook.com/groups/podcastmovement/ and https://www.facebook.com/groups/podcastgroup/.

Podcasters are a funny bunch. They generally don't like to be cold pitched.

You have to approach a podcast with an interesting topic and how it will benefit your reader.

You can't make this about you. Here is an example of a cold-pitch I sent: https://www.sidehustlenation.com/guest-blogging-sucks-3-things-to-do-instead/




**The exposure system:**

In order to get accepted, you have to understand the difference between the types of exposure.

- Multi-author sites. Some examples are: https://goodmenproject.com/, https://www.mindbodygreen.com/, https://addicted2success.com/, http://sheownsit.com/guest-post-submissions/.

- You pitch these sites one of three ways: to an email address, fill out a form on the website, or submit an article through the website.

- Large publications. These are the ultimate goal. Companies read these publications for information and strategy. They know the names and trust them, which is why this is a great form of social proof.

**Understanding pitching:**

The most important thing to understand is that you are pitching a person. You can't focus on just your message or business. You will get plenty of chances for that later.

You have to pitch what the editor best responds to.

The basic beginning structure of a pitch will be the same. The part that changes is the end. You will have to finish a pitch with either pitch ideas or a full article in the body of the email.

**The first part of the pitch is the subject line:**

The subject line always comes from content of the editor or publication. Most subject lines will be something like "RE: becoming a contributor, or your article" and so on.

We want our subject line to be different.

Our goal is to create curiosity, which is why we take our subject line from content — it will make you stand out.

- The best subject lines are one to seven words.
- Don't capitalize the first letter of each word. It's not a regular sentence.
- Don't put a period after the words.
- Try not to use common phrases.
- Try not to use words like "I can help, I want to help, this can help..."

**The second part is the first paragraph:**

Our goal here is to talk about how that content specifically impacted you. DON'T make it flimsy.

You have to get deep with the specifics. It will show that you've done your research and editors like that. Reference something specific from the editor or publication.

**The third part is the second paragraph:**

This part of the pitch should only be two paragraphs long. The second paragraph is where you talk about how you're an expert.

You show any social proof in the first person. Such as, "I'm an author, blogger, speaker, consultant…"

**The fourth part is links to your writing samples:**

It is better if you link to websites other than your website. If that's all you have, link to your best work. Make your links transparent — don't hyper link. You also can link to a book you wrote.

**The fifth part is the pitch ideas or article:**

If it's a publication that requires a full article (such as the HuffPost, Fast Company), you'll add it in the body of the email.

Some publications (such as SUCCESS Magazine, Forbes, Business Insider, and AskMen) require pitch ideas.

A pitch idea is a headline and a paragraph about what the article would be about. You will need four pitch ideas. The pitch ideas have to align with your core topic.

These are potential articles you could write for a publication. I made a video showing you how to create pitch ideas: https://vimeo.com/280753822/a912835cf2

**You then end with a thank and your name.**

If you have any kind of signature line stuff, remove it. Spam filters can flag those.

The formatting has to be clean. You need the same size and style of font throughout the email. No weird spacing issues.

Use grammar tools to make sure the grammar is as good as possible. I use Grammarly: https://app.grammarly.com/

**An example of a pitch:**

On Fri, Jul 20, 2018 at 2:07 PM Jeremy Hendon <hidohebhi@gmail.com> wrote:

> Peter,
>
> This email (obviously) isn't encrypted, but I did consider sending you a separate PGP key given your recent article on encryption. 🙂
>
> On that note, I wanted to quickly say thank you for two things that you've done in the past year. First, I've been active in the cryptocurrency world for many years, so I always appreciate when someone (like you) helps to expose just how manipulated the markets are, since I've seen it firsthand many times. It's a market controlled by whales, which is known in some circles but not many. And secondly, not nearly enough people talk/write about certain "unsexy" topics like encryption, even though it's quickly becoming massively important for both individuals and small businesses.
>
> Also - I would love to submit a few ideas for articles that I'd love to write if you think they'd be of interest to readers. Just a bit about me - My name is Jeremy. I used to be a PhD student at UC Berkeley before practicing law in LA and NYC. About 5 years ago, I quit to become an entrepreneur. In the last 5 years, my wife and I have built multiple businesses, some of which we've exited (food manufacturing & magazines) and some that we're still growing (a diet/nutrition platform). I've spoken on stages around the world about story, business, and health, and one of my primary interests is helping entrepreneurs and businesses craft messages and products that resonate and evolve better with their customers.

Here are a few samples of my work:

My Personal Site: https://jeremyhendon.com/three-fundamental-reasons-messaging-sales-not-good-enough/
Thrive Global: https://www.thriveglobal.com/stories/35932-why-personal-growth-and-success-always-leave-you-unfulfilled
ManTalks: https://mantalks.com/stop-procrastinating-jeremy-hendon/

And here are a few topics I'd love to write about for Entrepreneur:

**Here are 2 Reasons You Shouldn't Ignore What Kyle Jenner is Doing**

This article will show entrepreneurs why - even though the Kardashians are the people everyone loves to hate - they should still pay attention to what Kylie Jenner is doing. In particular, her business is a great example of 2 traits that are becoming increasingly important as the world becomes ever-more digital: (i) agility - the ability to move and adapt very fast in both marketing and product, and (ii) co-creation - the ability to work with her audience to create both marketing and products, rather than relying solely on a top-down approach. These traits allow faster pivots, faster learning, and ultimately, faster growth for any entrepreneur.

Begin forwarded message:

**From:** Peter Page <ppage@entrepreneur.com>
**Subject: Re: encrypted**
**Date:** July 23, 2018 at 7:52:55 PM GMT+1
**To:** jeremyhendon@gmail.com

Jeremy: The proposed headline doesn't hold up very well -- what's "lucrative" about either of those suggestions? However, the idea that regardless if she is "self made" or not she is doing two important strategies correctly is worth noting. I'll take this and we'll see how it does.
Watch for an email directly from our CMS with the contributor agreement. Complete that and load the article into the system. We will post it within a few days.
PP

**Peter Page, contributed content editor**
**Entrepreneur.com**
**462 Seventh Avenue, 11th Floor**
**New York, NY 10018**
**(646) 502-5435 @pkennedypage**
**Interested in contributing? Read our Writer's Guidelines**

**The order:**

To build your social proof, start with multi-author sites that respond quicker.

- Start with Thrive Global: https://www.thriveglobal.com/. You don't need to pitch, you can sign up.

- Next, move to https://addicted2success.com/write-for-us/. They respond within a few days. You need to write a listicle, personal development article that is NOT in the first person or story based. Write about what you have observed. You send it through a Google Doc as stated in their instructions.

- Next, the Good Men Project: https://goodmenproject.submittable.com/submit. Men and women can contribute. The articles can be story based but all articles have to be for men. You can submit through Kimanzi or Cindy. ONLY on Monday through Wednesday.

- You also can fill out the contributor for Life Hack: https://www.lifehack.org/contribute and Business 2 Community: https://www.business2community.com/become-a-contributor

Then you move on to the large publications.

This order: AskMen, Entrepreneur, Business Insider, Forbes, Success, Fast Company, and Inc. Magazine last.

**Pitching:**

Make sure you are use Streak: https://www.streak.com/ or another software to track opens. That will determine how you follow up.

If the editor doesn't open your email at all within a 7 business day window, send the same email with a stronger subject line.

If they open it once in that 7 business day window, but never look at it again, they didn't like your pitch. Create a new pitch with stronger pitch ideas.

If they opened it several times in that 7 business day window, send a simple follow-up email:

“Hello (editor’s name),

I enjoyed So and So’s (insert specific contributor) article on X topic (insert topic). They gave some great insights on X thing (insert specific lesson).

I wanted to follow up and see if any of my ideas could work?

Thank you for the consideration,
Your name”

**The editors:**

The HuffPost: It’s a single email address now: pitch@huffpost.com (https://www.huffingtonpost.com/entry/how-to-pitch-huffpost-opinion-personal_us_5a5e0726e4b0fcbc3a1388f0).

This is the only way to write for the HuffPost.

SUCCESS: Jessica Krampe: https://www.success.com/author/jessica-krampe/.
Email: jkrampe@success.com.

It can take Jessica up to one-month to respond. If you don’t hear back, don’t send a follow-up email until a month. She will ask you not to send anymore pitches—ever.

Fast Company: Anisa: https://www.fastcompany.com/user/anisa-purbasari-horton.
Email: apurbasari@fastcompany.com.

If you don’t hear back within seven business days, you did not get in and can re-pitch with a stronger article. This article is not in the first person and it’s very organization based.

Inc. Magazine: No specific person. **A new approach.** You would email your pitch using this format. **Email:** contributors@inc.com

They always respond—with a yes or no. It can take up two months.

Forbes: Randall Lane: https://www.forbes.com/sites/randalllane/#2a8fdcd87176.
Email: rlane@forbes.com

If you don’t hear back within seven business days, you did not get in and can re-pitch with a better pitch ideas.

There are other editors to pitch at Forbes as well that are very responsive:

**Leadership:** Vicky Valet https://www.forbes.com/sites/vickyvalet/#116b586c7759
Email: vvalet@forbes.com

**Diversity:** Ruth Umoh https://www.forbes.com/sites/ruthumoh/#246c0f102538
Email: rumoh@forbes.com

**Business:** Brett Knight https://www.forbes.com/sites/brettknight/#4e0e36415a9f
Email: bknight@forbes.com

**Women:** Maggie McGrath https://www.forbes.com/sites/maggiemcgrath/#3d50678b5df7
Email: mmcgrath@forbes.com

**Finance:** Halah Touryalai https://www.forbes.com/sites/halahtouryalai/#2852b0461bad
Email: htouryalai@forbes.com

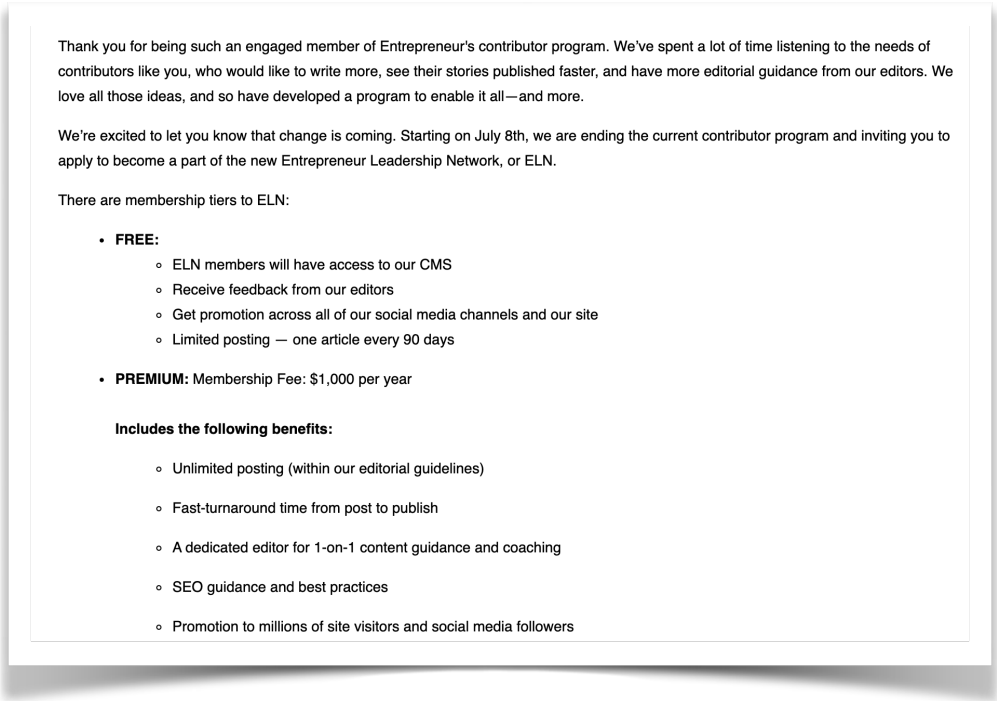
Business Insider: Debbie Strong: https://www.businessinsider.com/author/debbie-strong. Email: dstrong@businessinsider.com

If you don't hear back within seven business days, you did not get in and can re-pitch with a better pitch ideas. They LOVE first person ideas and anything with drama.

AskMen: Ysolt Usigan: https://www.linkedin.com/in/ysoltusigan/. Email: ysolt.usigan@ziffmedia.com

She can respond in two days or take up to three weeks. If you don't hear back within two weeks, you can re-pitch with different pitch ideas.

Entrepreneur: JUST completely changed.



Thank you for being such an engaged member of Entrepreneur's contributor program. We've spent a lot of time listening to the needs of contributors like you, who would like to write more, see their stories published faster, and have more editorial guidance from our editors. We love all those ideas, and so have developed a program to enable it all—and more.

We're excited to let you know that change is coming. Starting on July 8th, we are ending the current contributor program and inviting you to apply to become a part of the new Entrepreneur Leadership Network, or ELN.

There are membership tiers to ELN:

- **FREE:**
  - ELN members will have access to our CMS
  - Receive feedback from our editors
  - Get promotion across all of our social media channels and our site
  - Limited posting — one article every 90 days
- **PREMIUM:** Membership Fee: $1,000 per year

  **Includes the following benefits:**

  - Unlimited posting (within our editorial guidelines)
  - Fast-turnaround time from post to publish
  - A dedicated editor for 1-on-1 content guidance and coaching
  - SEO guidance and best practices
  - Promotion to millions of site visitors and social media followers

- Promotion to millions of site visitors and social media followers
- Readers have free access to your content (no paywall)

- **Application Process:**
  - To become an ELN member, you will need to submit an online application and we may also request a brief phone interview.
  - The application process will begin on July 8th, so please be on the lookout for future communications with information to get you started.

Thank you for your past contributions to Entrepreneur and we look forward to future collaborations. Please note that any unpublished stories you may have waiting in the queue will not be affected by these changes and will be reviewed as soon as possible by our editorial team.

Thanks,

The Editors

**On the training in module 5, we'll explain what it all means. You apply here: https://www.entrepreneur.com/leadership-network**

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