

How Thought Leaders Can Pitch Their Books and Ideas to the Media

Dan Janal

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Book Coach

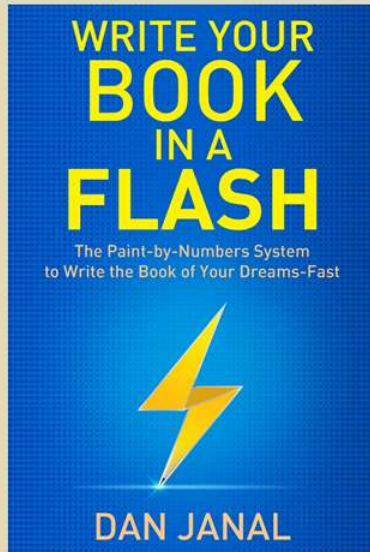
Developmental Editor

Ghost Writer

Of course, PR!

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Dan's Update



- Finished writing my 13th book: ***“Write Your Book in a Flash: The Paint-by-Numbers System for Writing The Book of Your Dreams”***
- To be published first quarter of 2018
- Check out website: WriteYourBookInAFlash.com

Why are you here today?

You want to get more publicity to promote your book,
your business, your brand

So you can make more money and influence more
people

You don't have clue how to do this – or you are looking
for a new tool to add to your tool kit.

What is news?

- Define
- Explain how news works today
- **P**aied (Advertising, Press Release)
- **E**arned (Traditional)
- **S**ocial media
- **O**wned (You are the publisher)
 - Blogs
 - Linked In articles
 - Your Tube Channel

The Perfect Pitch Formula




Message Creation

- Techniques to create messages
- What do reporters look for?
 - News
 - Awards, hiring, promotions, products, ideas
 - News You Can Use
 - 7 ways to ... (make money, be happy, be healthy)
 - Interesting
 - You know it when you see it.
 - Relevant
 - Piggy back – how your story relates to the news

"...shares clear and pragmatic tools to accelerate productivity at work through increased connections. This is a must read for any leader on the journey of building a high-performance organization."
—Rick Santorum, Vice President, Human Resources, GE Business Solutions

THE CONNECTION CHALLENGE



How Executives Create Power and Possibility in the Age of Distraction

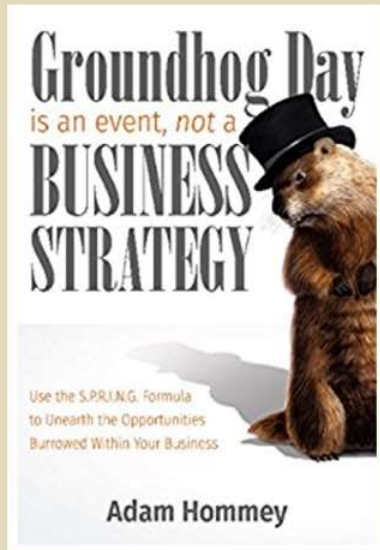
ALAN S. COHEN

7 Steps for Creating a Personal Statement of Purpose

- Press release
- Article
- Vlog
- Linked In
- Social media

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The Groundhog Day Book



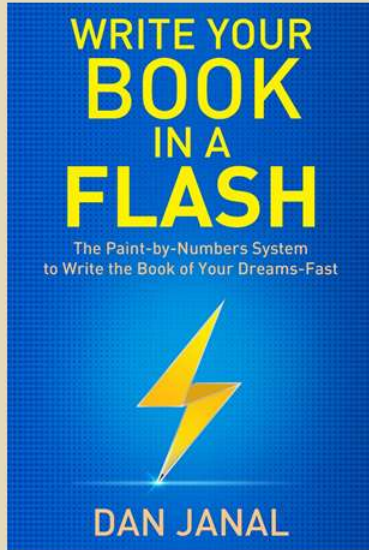
- Target audience:
 - Sales and marketing media
- Key message:
 - Words matter. Are you sabotaging your sales by using the wrong words
- Pitch: Your readers want to know how to make more sales. Do they realize they are killing sales by using words that actually REPEL people?

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Improv to Improve Healthcare

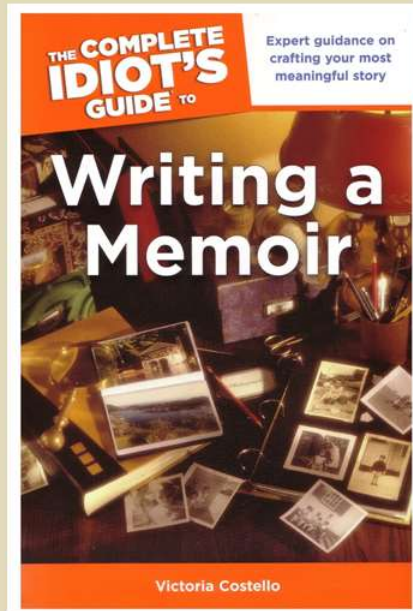
- Improv to Improve Healthcare: A System for Creative Problem Solving
- Target – medical media
- Their biggest concern?
 - Save money
 - Reduce errors that lead to death
- Her message – improve can improve communications
- Pitch:
 - Your readers want to know how to save money and reduce patient errors. I have the answer. Improv workshops

Write Your Book In A Flash



- Target
 - Podcasters, writer's blogs
- Pitch
 - Your readers want to know how to write faster, overcome writing hurdles, like writers's block

Writing A Memoir



- Message
 - Overcoming a problem
- Target
 - Media that covers that problem
- Pitch
 - Your readers can be inspired by this person who overcame this problem

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Psychotherapy Practice

- I'm the owner of a group psychotherapy practice in abc. Did you that 40 million adults in the Us suffer from an anxiety disorder and that only 40% of them get the help they need? We help young professionals get back to being productive after anxiety and panic.
- We provide individual and couples psychotherapy. We are open seven days a week and have licensed mental health professionals who provide evidence-based psychotherapy interventions.
- We are seeking to close the gap in access to treatment and want to spread the word.
- Perfect pitch!
- Here's what's missing
- I'd like to show you and your readers five ways to cure (reduce?) anxiety disorder. Please contact me so I can share this information with you.
- Probably cut second bullet point.
- Of course, add your contact info! I didn't show it here.

Angela Latchkey



- Key messages on website:
- Assist in Finding Purpose
- Heal Yourself
- Bring Peace of Mind

Angela Latchkey



- Mission statement on website:
Creative artwork can inspire;
coach art doesn't
- Probably a topic most people
don't think about
- Who does?
 - Interior designers
 - They have trade mags
- Readers are interested in new
trends, colors, fabrics,
designs.
- She wants to show new art fits
into all those categories
- Pitch: Her mission statement

Where to do reporters find story ideas?

- Other media
 - Copycats!
- Social media
- Their own editorial calendars
- Pitch letters
- Voice mail
- Press releases

EDITORIAL CALENDAR

- › Reporters write about the same things every year!
- › Read their editorial calendar to find out what and when
- › Then brainstorm your topics
- › Pitch them!

Sources

- PR LEADS, ProfNet, HARO
 - Reverse engineer these leads
 - Pitch reporters
- Facebook trends
- Twitter trends
- Google trends
 - Search Google for “news” about your topic
 - Search Google for “hot trends and your topic”<http://www.google.com/trends/hottrends>

Follow Your Competitors

- Why you want to do this
 - Reporters write about the same topics over and over again. They need new sources.
 - Where have you competitors been quoted?
- How to do this:
 - Set up Google alerts
 - Follow them on Twitter
 - Follow them on Facebook
 - Follow them on LinkedIn
 - Follow them on any other social media platform they use.

Pitch Letters

- “What works best now?”
- Short Email
 - 81% of 500 reporters surveyed by Fractl prefer email pitches
 - 88% of reporters want less than 200 words
 - 85% open an email based on subject line
 - 45-65 characters in subject line
 - Direct
 - Concise
 - Descriptive
 - Relevant keyword
 - 69% say morning is best (use scheduling software for email!)
- Text messages
 - Personal relationships matter!
 - Meet reporters first (Twitter, Facebook, conferences), then send texts
- Voice mail
- Remember reporters write 1 story a day

Press Releases

- What makes for a good press release?
- News
 - New book
 - New award
- Information
 - 10 tips (sexual harassment, find a job, write a resume, etc.)
- Keywords
 - The right keywords in the right place, could show up in Google

PR TACTICS

- › Read the each chapter of your book from a reporter's frame of mind. Ask, what is news? How does this tie into the news? If you find a link, highlight
- › Write a headline
- › Write a one-sentence pitch letter
- › Brainstorm.
- › Use index cards to write your headlines, sentences and notes.

SOCIAL MEDIA

You are a publisher!

- Write article (or convert press release)
- Write response to PR LEADS
 - And add more info you want to!
- Post to your blog
- Post to LinkedIn
- Use social media to tell the world
- Use hash tags

What will happen if you plan your publicity properly?

Here's why every thought leader, speaker, consultant and coach needs publicity:

- Build your brand
- Stand out from competition
- You aren't a commodity
- You can charge (and get) premium fees
- Be seen as an authority
- Be invited to speak, be on panels, webinars, podcasts so you get more visibility and sales
- Be invited to write, guest blog so you get more visibility and sales
- Satisfy your ego: need for approval, acceptance

PR LEADS

- Reporters send you requests to comment on articles they are writing
- More info at
- <http://www.PRLEADS.com>
- Special offer: 3 months for the price of 2
- \$99 a month
- \$198, not \$297 for 3 months of service
- Personalized training from Dan Janal

You Don't Have to Do It Yourself!

7 benefits to work with a book coach or ghost writer, or co-author:

- Guidance
- Feedback
- Accountability
- Contacts and Referrals
- Save time
- Save money
- Learn from each other – Ken Blanchard



Should We Work Together?

- Dan wrote 13 books, including 8 books for Wiley
- Award winning daily newspaper reporter
- Business newspaper editor
- Northwestern University, BSJ, MSJ
- Interviewed President Gerald Ford, First Lady Barbara Bush
- Written thousands of newspaper articles, blogs

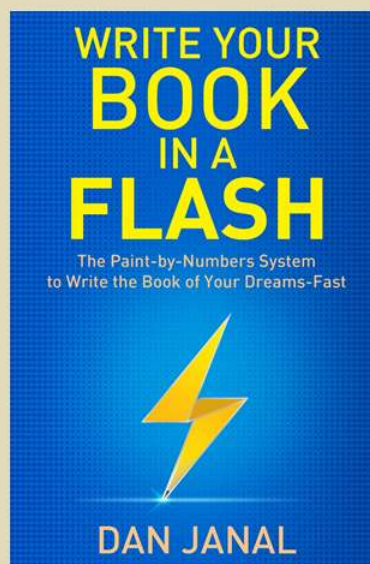
Take Action

- Schedule your free, 20-minute “What’s holding you back” coaching session” with Dan
- No obligation
- Please select a time on my schedule app

We can talk about:

- Book coaching
- Developmental editing

<http://www.WriteYourBookInAFIash.com/coaching/>



Thank You!

Time and space
are limited.

Act Now!



<http://www.WriteYourBookInAFlash.com/coaching/>
