

Gain Massive Exposure for Your Brand through Authentic PR

10 Point Checklist

Josh Elledge

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“ I know that exposure is everything when it comes to small business success or growing a small business into a medium or large company.”

JOSH ELLEDGE

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Josh started getting exposure for SavingsAngel when he went to local media companies, offering to provide value for them and their listeners instead of paying for advertising. Figure out what value you can provide, and then offer it to several potential outlets.
- Serving in front of as many audiences as possible is one way to position yourself as a thought leader or a subject-matter expert.
- Playing the long game leads to more long-term success than focusing on your immediate goals. Sit down with a piece of paper and make two lists: immediate goals and value you can offer. Focus on the latter.
- Make a list of influencers who you know, then come up with one or two ideas for what you can offer each of them. Then reach out, make these offers, and follow through with excellence.
- “Do two minutes of PR work. Go!” Take a moment to come up with a short list of what you would do in this scenario. If your answer involves an email blast or a press release, work on reframing your thinking.
- Start newsjacking: (1) Find something that’s going on in your niche, (2) Approach influencers you know and inform them about it, (3) Give them a list of bullet points or quotes, and offer to go in front of their audience to talk about it.
- Having a professional-looking website can make all the difference in the number and type of responses you get. Have a few of your most bluntly honest friends and acquaintances look at your website and give you advice, then update your site accordingly
- Your online presence is another deciding factor in how people respond to you. Google yourself and assess the results with an eye toward whether they demonstrate you providing value.
- Josh emphasizes the importance of Twitter in getting exposure. Update or overhaul your Twitter account today. Make sure your profile is full, compelling, and complete, with your face (not your company logo!) as your profile picture.
- One of Josh’s recurring points is the importance of creating value for your audience, whatever form that may take. Set aside some time each week to craft a piece of medium- to long-form content.