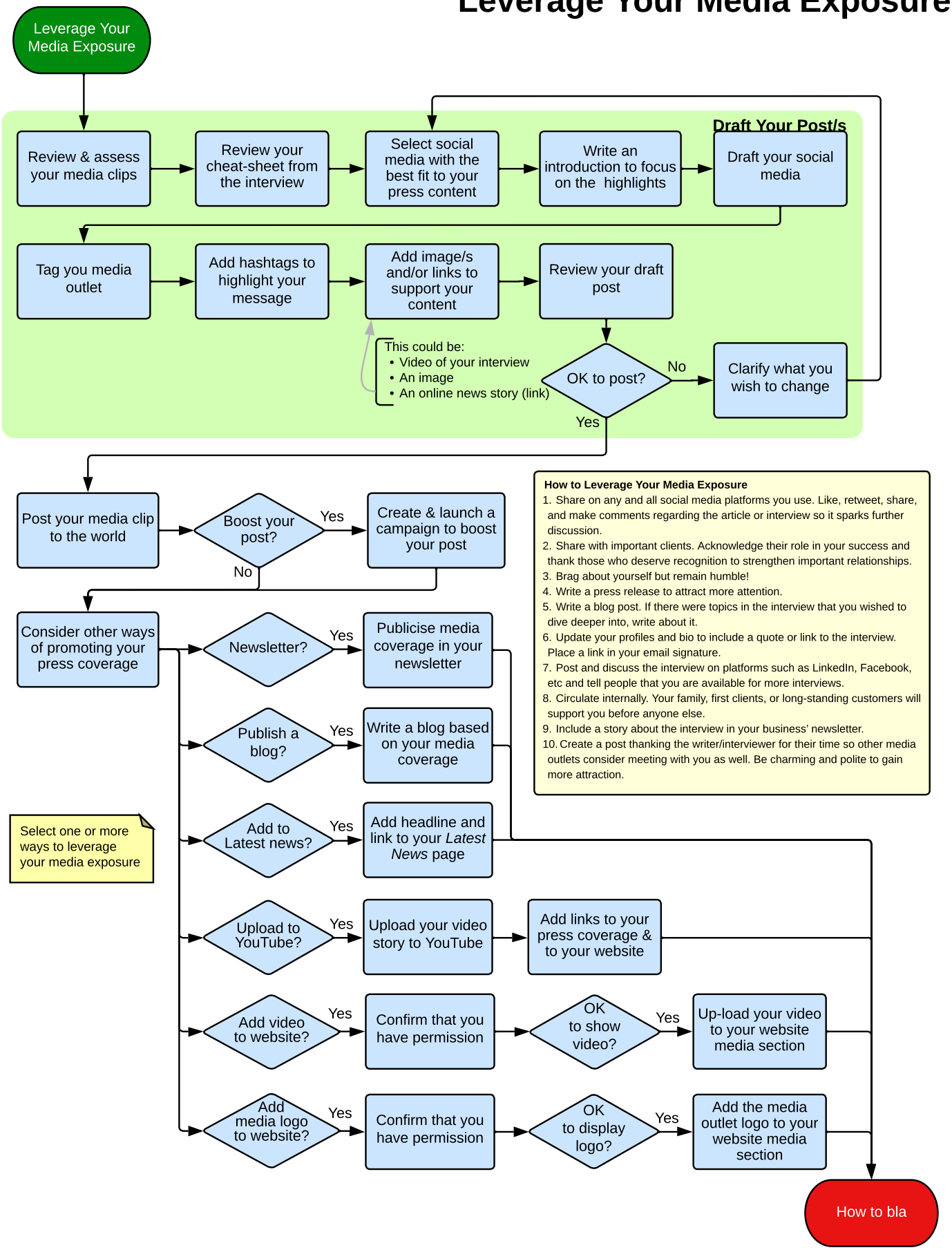
speakermarketingsuccess

Leverage Your Media Exposure



How to Leverage Your Media Exposure

1. Share on any and all social media platforms you use. Like, retweet, share, and make comments regarding the article or interview so it sparks further discussion.
2. Share with important clients. Acknowledge their role in your success and thank those who deserve recognition to strengthen important relationships.
3. Brag about yourself but remain humble!
4. Write a press release to attract more attention.
5. Write a blog post. If there were topics in the interview that you wished to dive deeper into, write about it.
6. Update your profiles and bio to include a quote or link to the interview. Place a link in your email signature.
7. Post and discuss the interview on platforms such as LinkedIn, Facebook, etc and tell people that you are available for more interviews.
8. Circulate internally. Your family, first clients, or long-standing customers will support you before anyone else.
9. Include a story about the interview in your business' newsletter.
10. Create a post thanking the writer/interviewer for their time so other media outlets consider meeting with you as well. Be charming and polite to gain more attraction.