

4 WAYS

TO REACH POTENTIAL CLIENTS

Which is best for you?

If you're an engineer or other professional and want to get your ideas in front of prospective clients, you must use the right vehicle for those ideas. Here are four types of media that can help – along with the good and bad of each, and how to use them to fast-track your career to the next level.

BROAD MARKET

LESS CONTROL

MORE REACH AND INFLUENCE

NARROW FOCUS

YOUR HAVE MORE CONTROL OF THE MESSAGE

LESS REACH AND INFLUENCE



Reporter-generated media

These range from mainstream giants like Fortune, CNN and NPR through to small community newspapers or cable TV stations. They have one thing in common -- the content is created by professional reporters, editors and producers. You need to convince those gatekeepers that your idea has merit. If they agree, they'll interview you and present your message to their followers.

What's good?

- BIG distribution for your message
- Solid credibility for you
- Not a lot of effort on your part

What's bad?

- You have NO control over the message
- May not be targeted at your audience
- Your moment of fame may be brief -- one or two sentences in a text article, or a minute or less in audio or video media

How to succeed

- Respond quickly if a journalist calls
- Think of the points you want to get across, and stick with those
- Present your ideas clearly and succinctly



Niche commercial and association media

These include printed trade and professional magazines, along with their associated websites and social media. Some are commercial enterprises targeted to a specific industry (think retail, mining, green energy...) or occupation/profession (think law, accounting, health & safety...). Others are the voice of business associations.

What's good?

- Their market may match yours, so they can be a good way to reach prospective clients
- Generally widely consumed and trusted by their readers, viewers or listeners
- Your message gets a lift regarding credibility
- They welcome RELEVANT content from outside contributors (that's you)

What's bad?

- You must convince the editor that your content idea is relevant to her/his subscribers
- No guarantee of publication --you may put a lot of work into an article, and it doesn't get published

How to succeed

- READ the publication and adapt your idea to its subscribers
- Present your idea to the editor first to get their buy-in: describe your idea, indicate why it would be of interest to the subscribers, provide an outline of your proposed article, and state your qualifications on this topic
- Don't try to add a sales pitch to your article -- just show that you know your topic and are good to work with



Guest appearances

Take a ride on someone else's wagon -- someone who already reaches a market that's the same as yours. Ask to make guest appearance on their blog, podcast, or YouTube channel. These media are generally the work of one person, and that person may be looking for outside contributors.

What's good?

- Their reach may be narrow, but it may be exactly what you're looking for
- You generally have more freedom about what you say
- You may be invited to plug your own blog, podcast or social media channel

What's bad?

- Some of these media have only a tiny audience
- Not all are open to guest appearances

How to succeed

- Become familiar with the channel first
- Introduce yourself gradually, through Likes, Shares, Retweets, reviews and comments
- When you approach the channel owner, be clear that all you want in return is a link back to your own site



Your own soapbox

This includes any medium you own or control yourself: your own blog, website, audio podcast or newsletter. Some people say you can add your own social media channels: LinkedIn Posts, Instagram, Twitter feed or YouTube channel. But remember that you don't control those channels, which can be changed or shut down by their owners

What's good?

- You have (near) total control over the message
- You can tailor the message exactly to the needs of the people you most want to serve

What's bad?

- You need to build your own audience
- You must generate new content regularly and frequently
- Can be time consuming and divert your energy from income-generating work
- It's hard to build readership among senior-level prospects

How to succeed

- Keep succeeding away at producing content -- regularly and frequently
- Answer the questions that are of top concern by the people you want to serve
- Use social media leverage for your message (eg multiple tweets for each post)
- Quality!!! Sound ideas, well expressed, well presented, and carefully proofread

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