

Thought Leaders
BUSINESS LAB

EPISODE 257

How to Maximise Your Visibility

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Being a coach as an introvert

- ▽ When Selena went through a quarter-life crisis, she was introduced to a life coach and to the world of inspirational authors and coaches. She learned that when people go through problems, they're not looking for just information but inspiration.
- ▽ Nothing is more inspiring than thought leaders and role models who:
 - ▽ embody hope and possibilities for other people.
 - ▽ have gone through the same problems.
 - ▽ have helped many people.
- ▽ Selena was motivated to help these inspiring thought leaders and role models reach out to more people by establishing connections with and among these experts. So, when she started her business, she had deep relationships with many of these thought leaders and role models.
- ▽ You can be a behind-the-scenes and not a finance person and still be successful in business.

The importance of building connections

- ▽ Build relationships before the connections one step at a time. The way to have people interested in you is to be interested in them first.
- ▽ For example, Selena was on Ramit Sethi's email list, invested in his courses and bought his books. One day she saw on the street and introduced herself to him. She impressed him with her knowledge of his work.

Later on, she again impressed him with the generosity of her work for him, giving him feedback on his ideas and pitching his work to Oprah magazine. Slowly, Ramit integrated Selena into his network, which widened her own network.

If there's an opportunity, go for it

- ▽ Not everyone can live in New York City and bump into their favourite coach. But everyone has opportunities in front of us, but oftentimes we don't seize the opportunity.
- ▽ During events, many of us are too afraid to reach out to people, ask questions or pitch ideas. Don't wait for opportunities. Create them by thinking of how you can support and serve people.
- ▽ You will never be ready and have full confidence for action. So, you need to seize the opportunities when they happen despite the fear.



How to overcome the fear

- ▽ Don't pressure yourself to go from zero to Oprah-level on Day 1. It's more important to show your work and put yourself out there. Also, the more you do things, the more you get better.
- ▽ When Selena was just starting, she did an interview that she believed was a total disaster. When an intern told her that it was as bad as she thought it was, she sent the video to her newsletter and was overwhelmed by the positive response. The lessons she learned were:
 - ▽ You're doing better than you think. Focus on what you're doing right, rather than what you're doing wrong.
 - ▽ Don't compare yourself to other people. The people you look up to weren't that great on Day 1.
 - ▽ Take imperfect actions. Keep doing them so you're ready for Oprah-level opportunities. Over time, what was once scary can become second nature if you keep taking those small steps.
 - ▽ It's about other people. It's not about you being impressive. You show up because you want to add value to other people's lives and help them. If you change your mindset, you take the pressure off yourself.

The power of publicity

- ▽ Publicity is about amplifying your work through third-party platforms like:
 - ▽ traditional media: magazines, newspapers
 - ▽ new media: podcasts, video interviews on IGTV, newsletters of influencers and industry experts

Everyone can benefit from publicity. It's all about knowing which platform is the right one for you.

- ▽ Effective publicity can give instant credibility and prestige. Hearing someone you trust say so-and-so is the go-to expert or having a popular magazine feature you weigh more than experts themselves saying they have years of knowledge on a topic.
- ▽ As you get more publicity, new opportunities open up like:
 - ▽ book deals.
 - ▽ partnerships.
 - ▽ brand sponsorships.
 - ▽ collaborations.
 - ▽ interviews and other speaking engagements.
- ▽ Your reach widens. If you rely solely on your existing platform, you will not expand your audience.

Your audience is the most important thing in your business. If no one is paying attention to your message, nothing will happen.



Diversify marketing efforts

- ▽ The audience gained through paid media is different from establishing relationships with people.
- ▽ Social media companies can shut down accounts. So, you need to have more than one marketing strategy besides paid ads to build relationships and get in front of people.

How do we know what to share and what not to share?

- ▽ There's a story behind why you began your business. Often, it's because you have a passion, purpose or a need to help people. Each of us has our own expertise, passion and perspective.

You may already be sharing your knowledge through social media or conversations with people. All of your actions can be amplified through the correct publicity platform.

- ▽ Media are looking for:
 - ▽ content that will add actionable value to their readers. You can't just share content because you want to. Turn theoretical ideas into actions, for example, through how-to content.
 - ▽ timely stories. Create content based on what's hot in society.
 - ▽ emotionally-charged stories that are surprising, shocking, moving, vulnerable. You don't need to have all these elements in one piece. If you have at least one, then you're moving in the right direction.
- ▽ Create content with the reader's perspective in mind.

How do you know if you're ready for publicity?

- ▽ Everyone is ready for publicity. You just need to decide that you will do it.
- ▽ Everyone has a different approach to publicity.

For example, Selena does a lot of publicity when she launches her annual program. For the rest of the year, she focuses on her clients.

Other people may want to consistently do monthly interviews. Some prospects do a lot of research before working with someone so they listen even to old interviews.

So, put out content so people can find you.

- ▽ Introverted and shy people generally sit on the sidelines. Those who succeed put themselves out there by asking, helping and serving people.
- ▽ A lot of people do their homework via Google, but there's a lot of online noise so you need to establish the know-like-trust relationship with your audience by giving expert value.



How to score high-profile media attention



Once a year Selena releases her Impacting Millions Publicity Video Series. These are three short videos that show people how to get media connections. Each video has a free gift.

Selena also has a special prize gift of a free trip to Puerto Rico for those that sign up through Samantha's special link

Final advice



Publicity is more than just getting an interview or an article. It's all about making a decision to step into your purpose and highest potential. Make a conscious effort to get in front of a lot of people. Think of the doors that will open and the impact that you will make to change more lives.

RESOURCES

Get free access to Selena's Impacting Millions® Publicity Video Series for a limited time only.

**Set yourself up for strong business growth in 2021 with
a membership to The Experts Collective**

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