

Episode 112: 5 Publicity strategies you should include in your summit promotion

Publish Date: January 20, 2020

Speaker: KJ Blattenbauer

Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcasts. I am super excited for today's episode for a variety of reasons. One, we have legendary KJ Blattenbauer with us today on the episode. KJ, thanks so much for taking some time out of your schedule to be with us.

KJ Blattenbauer: Thank you for having me.

Dr. Mark: Oh, and it is going to be a blast. We're going to get into some really cool specific information from KJ's perspective, having spoken on a variety of different virtual summits. But we're not going to just stop there. We're actually gonna dive into some of KJ's expertise for all of you, summit hosts and even you, summit speakers listening in on different variety ways to really kind of promote an impact the visibility of your summit. So now, KJ, before we jump into all of those amazing good summit gems, I'd love for you to just let our summit hosts know a little bit more about yourself.

KJ: Sure. I am a public relations professional with about 25 years of industry experience. Um, both corporate agency helping entrepreneurs and influencers get more attention and learn how to do their own public relations.

Dr. Mark: Love that. So we've got a lot of experience going on there that we're going to be able to tap into that genius brain of yours. Now, before we do that, I'd love, um, to kinda like take a look at some of the summits you've spoken on. I'd love for you to give our summit hosts just kind of an understanding or a feel from a speaker's perspective. What's some of the reasons you either would love to speak on a summit or maybe some of the reasons you would not love to speak on a summit?

KJ: Well, I don't think there's really, there shouldn't be too many reasons why you wouldn't want to speak on a summit. I'm sure it might take a little bit of time out of your day. Um, if it's not a good fit for you, so, or your niche or where you want to take your, your business, so your offerings, then maybe that's a reason not to do a summit. But otherwise it's a no brainer for me to be a part of a summit. It's free advertising. It helps to reach an audience that you wouldn't normally reach, not be known to you, but it's your chance to promote your business and you usually, it costs you nothing. There also is the opportunity with a lot of the summits to do, um, an offer or affiliate or something of that nature and who doesn't want to their reach, get their expertise out there and maybe get a little kickback. It really is a no brainer for me to participate in summits.

Dr. Mark: Yeah, I love that. Now, as a, as a summit speaker and getting requests to speak on summit, you're probably seeing different, a variety of different tactics or strategies to be able to get you to speak on a summit. Have you noticed maybe any kind of trends that you're seeing that summit hosts should be aware of? Like maybe things that are like good strategy or even potentially some negative strategies that you're seeing?

KJ: I, you know, I don't know why, but I'm starting with a negative today and the one negative strategy I've seen lately is people who say, I want to have a summit, and then they just announce it and say, I'm having a summit. It's going to feature this, this, and this person. I want you to be a part of it. Here's the day it's going to be. And then they don't give you many details and so you're left filling in the blanks. You have a million questions. It's not very organized. Look we are all busy. We all have a million things to do, but if you want to organize a group of people and have a successful virtual summit, you have to go above and beyond to help your speakers. You have to help them with the artwork, help them with the timing, help them with what content they need to provide.

KJ: Um, the kickback, a platform, whatever it can be to make their life easier. You need to do that for them. And so that is the one trend that I'm seeing. Loving more people are getting organized. They're basically doing everything except your presentation for you. And that makes it a lot of fun. I am also seeing a lot more people offering some sort of kickback, whether it's, I'm going to share the email list with you, I'm going to let you become an affiliate. Here's a system I'm going to let you sell at the end. That sort of thing. And I think that that's always helpful cause at the end of the day we all want the free plugins. We all want to help as many people as we can, but helping as many people we can. Usually it's a good if it helps us keep the lights on as well. Right? We all have bills to pay and so it's nice to have that little incentive at the end.

Dr. Mark: What are some of the win win as you've mentioned, some of those, a variety of different strategies to kind of collaborate, which I like to call some. It's a collaborative marketing strategy, so I love, I love what you were saying there. What do you think you know, is one of the more powerful or more probably bigger strategies to get a speaker to want to do it? You've mentioned, you know like maybe like some affiliate rev share commissions, the list, like is there something that you think more speakers are wanting over any of the others?

KJ: Well, I think there's two schools of speakers. I think there's people that want to become speakers so they're just happy to have the platform and I think you're organized and can make their first go through of the speaking summit great than they're on board. I think the second tier of people that are experienced and have been at the summit before and they need a little bit more, they probably already have an email list going, so just getting the email list to participants isn't really going to strike their fancy. But if you can give them a 15% kickback for people they bring through their affiliate link, if you could give him 20 if you could give him 30 I'm sure that people would go gang busters for 30% kickback on whatever you're offering are doing. I think you can just be rolling in it. So I think little perks like that, that not too many people think about like full, you know, the free publicity alone is benefiting now that doesn't really always work for everybody. They might already have enough publicity or they think they have enough publicity in their mind. So I think that that monetary kickback, it incentivizes them to share about the summit and incentivizes them to put more into their portion of the summit. And then it incentivizes them to get more of their people really excited and into it because there's, we all love stuff that benefits us and it benefits you if you're getting a 15 to 30% kickback on who signs up for the service at the end.

Dr. Mark: Love that. So let's dive in a little bit into your experience on some of the summits that you've spoken on. I'd love for you to talk us through like one of the best experiences you've had speaking on a summit, maybe how the process went from the outreach, do you speaking, and then what kind of results did you see from being on that summit?

KJ: Oh, can I call the summit by name? Can I give them summit love? Is that?

Dr. Mark: Absolutely

KJ: Alright, by far of all the summits I've ever participated in in decades, Eden Fried of the Rebel Boss Summit does the best job. She is so organized from the second you reach out to her to what the emails back are so informative. She has a whole speaker Q and A website set up a way for you to submit things. I think she only does it once or twice a year. I hope she asked me back. I hope she hears this and she's like, thanks for the press KJ. I want you back. Cause it was such a great experience. But then she has a kickback. I fill it for you. You know, you give a freebie or you can give a paid product and then if you get so many people to sign up, you get a little boost on the backend. I don't even know what the percentage was.

KJ: She just made it so painless from start to finish. She had a promotion schedule. She had it all branded perfectly. Um, she makes it so easy that all I had to do is my presentation. She had an organized, she had, we recorded a quick intro and it was game on and I think that by far was the most rewarding one because it was easy for me to do. She made me feel like I was a part of her little team from the very beginning. It wasn't just, Oh, I'm helping you do this or you're helping me. It felt very collaborative and I almost didn't want the summit to be over. Um, so that by far is the best experience I've had. And it wasn't that she had to, you know, we're adults, we don't need people to hold our hands. But if I went to your house for dinner, you wouldn't be like, okay KJ, welcome to dinner, get in the kitchen, start making stuff.

KJ: Like you would have everything there for me and you'd be like, Hey kid, do, if you want to mix this together, you can maybe do one little thing but you wouldn't have me put together like a separate course meal. And I think that Eden does an amazing job with that. I've also been a part of other podcasts where it was literally, I'm doing this podcast, here's an expert. I'd like you to talk about PR, but no specifics on PR, no specifics on the audience, no specifics on even when the summit was or what they really wanted, like do you want a presentation? Do you want the slides? Do you want me talking? Is it a video? Is it a Q and A? What are we doing here? And that w I like that that one didn't even come to fruition. It didn't even end up happening because no one was interested in that summit because you aren't clearly communicating to the people you want to have in your summit. There's a really good chance you're not clearly communicating to the people you want to attend your summit, so it's having your ducks in a row. Having a plan that makes a huge difference for me and the summits.

Dr. Mark: I love that. I actually love how you gave us both sides of that and in, in this unfortunately happens more often than we'd like to see to share. But you know, there's a lot of summers that get started that don't actually happen as you just mentioned. And it's usually because they haven't taken the time to prepare, plan it out. And this is not the

first time we've had a shout out to Eden on this podcast based on her amazing work with that Rebel Boss Summit. Now KJ, let's kinda pivot just a little bit and I'd love to know about, a little bit about your process of your, when you're doing, when you're speaking on summits and you, do you have any kind of process at this point? I'm having spoken on quite a few summits where you're now reaching, you reach out and you go step one, step two, step three as far as you getting ready?

Dr. Mark: Excellent. So what I would love to do now is hear a little bit about maybe if you have a process when you're speaking on summits. So at this point you've spoken on, you know, several summits. When you get that invite, you decide you're going to do it. Do you have a process for you as far as what you're going to prepare and how you're going to deliver that information on the summit and maybe how you're going to offer something to that audience?

KJ: Um, I want to say that yes, I do. And then I'm always prepared and like a summit invite comes in and I have all my ducks in a row and it's this shiny, wonderful thing. And that would be a lie. And that's not fair here. Listeners. Um, again, I love summits, I love participating in them and, but you need all your summits. I will do them. I hardly ever say no unless it's really not a good fit. So I say yes to summits cause I love them. And then I realize, oh shoot, what am I going to talk about? But there's so many aspects of PR and there's so many different ways that you touched the industry. The first thing I do on my plan of attack after saying yes and asking them specifically what they need from me is I do research on that audience, right?

KJ: Like how I talked to entrepreneurs is not how I'm going to talk to Fortune 50 people. It's not really good how I'm going to talk to side hustlers. It won't be how I talked to online course creators. So research my audience. And then I'll do, I'll do a Google research, I'll go to answer the public and see what questions those people are asking specifically cause I want to touch on their main things. But really it kind of boils down to the same three points. What is PR? How do I make it work for me? How do I make it work for me and not spend any money? And so I try and always focus on here's the three ways you can do it. Here's the bite sized chunks. You don't have to go be on Ellen or Oprah's couch or the Today Show or talk to Ed. You can start small.

KJ: And sometimes it's the small and mighty chunks that just add up and add up and add up and add up and those rather than those big, huge ones. So I do my research first I find what questions people are asking and then I immediately and anything else I'm talking about whether I'm doing other media interviews or if I'm speaking to other groups, how I can be promoting that summit because I want to make sure that my messages are all there. The timing is always falling in there and it's not just a one and done promotion. The week of the summit or surprise jump on the summit with me today. It takes people more than 14 touches to get it and I am literally going to post at least three times on social media cause I'm really big on Instagram.

KJ: That's my favorite platform. I'm going to give at least three posts a week on social media. I'm going to send an email to my list. I'm going to do three to five Instagram stories, not even just static posts that Instagram stories, the leading up to it. I'm going to talk about it all the time because I think it's like anything else. What you get out of it is

what you put into it. And I'm going to promote the heck out of my appearance on someone's platform because they're giving me the opportunity and I'm from the Midwest. That's what you do. Someone wants to give you a leg up, you go above and beyond so it's research. Then it's promoting on my own. I'm not going to leave it up to the other person to do my promotion for me cause I want it to be successful and I'm not saying they wouldn't be good at it but you, you know you control your own path and I am a control freak so I'm going to promote that as best I can.

KJ: And then I sign up for a service and it's called Help A Reporter Out. It's also known as HARO, H-A-R-O. But it's helpareporter.com and they will literally be journalists on a deadline sending, they need resources and information and quotes ASAP on all kinds of industries. They send the emails out three times a day, no matter what your industry is. And I make sure that I have that signed up and tuned in for what that topic of the summit is. Because if there's any opportunity where I can be promoting that summit there, I'm going to sign up for that too and I'll be promoting it there.

Dr. Mark: This is a perfect segue into what I want to talk about now, which is your zone of genius, your expertise, which is how to get PR, how to get people out in front of more eyeballs and audiences. And honestly a lot of us over here in the internet marketing space, we're not using all of our resources. So I'd love KJ if you could talk to us a little bit more about that, you know, the Help a Reporter Out, but also any other kind of strategies that you've seen that would benefit a summit that maybe we're not even considering at this point?

KJ: Sure. Well, I mean I can't, I can't say enough about HARO. Look, it's a free resource. It's the first step anyone should be, whether they're building buzz for their summit or just for their expertise right now. Um, it just gives you real time media opportunities three times a day straight from journalists. You submit your info and it isn't even a back and forth Q and A, it can be, they'll ask you a question, you'll give your answer as an expert.

KJ: They'll ask your title and it may be a web link or a kickback link for you. They will take you, we'll never hear from them again. One day you're just on MSNBC and that is the easiest, painless, most inexpensive way to get your name out there. Everyone should be doing it and I think the next thing a lot of people don't do is their homework, especially around virtual summits, right? You're doing all the pieces and parts, but once you have your system in place, in their downtime, you can be doing your homework, right? Because money makes the world go round and media coverage is no different, and I'm not saying that you pay for advertising, but I'm saying you use how media outlets rely on advertising to your advantage because they need money and they need advertising to keep going. Outlets have a publicly accessible editorial calendar and it literally spells out month by month what topics they're going to cover, where they're going to focus their podcasts, that sort of thing.

KJ: And you can find those calendars on like their about page and their advertising section. It might be called an editorial calendar, it might be in their media kit, but they all have to have them. And if you use them as your guide, you can show you can, you can make a clear path of, okay, well, you know, I read about the fashion industry or I have a summit about the fashion industry and September's the biggest fashion issue for press around

the world. I should be promoting my summit to all these people. I need to get that in for September. And just a quick tip for everyone that's listening is that print outlets typically like the big magazines, um, they are going to operate more than four months in advance. So you know, if you're doing something around the holidays for, if you have something going on in December, you're probably gonna want to start pitching that with like September, that sort of thing.

KJ: Just to give yourself a little leeway with digital, you can pitch, you know, a month in advance, not too far out, but you can't just do it like the week before. It's not always going to work for you. I think a third way to promote your summit and what you're doing that people don't think about is to just engage with reporters because like you and I, they're people, right? They need story ideas just as much as you need to get your story idea out there. And I think that there's no better way to engage with them than like an article that they've written or an episode that they've recently share. For instance, you're currently going through earthquakes today, you're having internet issues, but you have an awesome backup plan. I would've never thought to have more than one internet. You know, it's your livelihood to be on there.

KJ: You have a great business story right now that you're sitting on that you can be pitching on only your local media but national business media about, Hey, I can do my business from anywhere. I'm here in Puerto Rico. I am even recording podcasts using a to internet system in the middle of an earthquake. I don't think that there are a lot of businesses that would know that but that helps. Row one. It gets your story out there. Maybe not specifically about a summit you have coming up or something that you're offering but it gets your name out there. It shows that you have business expertise. It shows that you're prepared and it also is going to mention what you do for a living with a link back to your website which gets more people to notice you, which gets more people to know about your podcast.

KJ: It was all just because you probably noticed a report or two talking about either how hard it is to do business or what Puerto Rico is going through with earthquakes or that sort of thing and it all you have to do is reach out to them. The key to that though is that while you're attempted to respond directly and like the comments of an article or the comment part of a podcast, that sort of thing, I would instead take the contact information for that reporter, um, and send them him or her an email. Because that way you can demonstrate, you have thoughtful analysis. It can be a little bit longer. You can spell check for typos because I'm notorious for typos in comments, but it also puts your direct contact information right at their fingertips instead of just your handle or username and a comment. And a lot of people write things and don't read their comments.

KJ: So sending them the email is a great backup way to just let them have all your information right there to be like, Oh Mark, he's so smart. I really have to remember him next time I need a story on this topic, but it also starts, you build rapport with them. And rapport goes a lot of my, with the media, you know, I think, I think another way to promote your, some of that that people are not thinking about and it's, it's free and it's so simple. It just takes a little bit of time to get started. But it starting a media list because you can't really reach out to the media and you can't promote what you're

doing if you don't have a media list. Um, and you can't just go Willy nilly, Oh, I want to be here, I want to be an entrepreneur, I wanna be in economy in USA Today.

KJ: I want to be on this podcast. You can't really do that. But it is easier than anything. So it should be a running list of writers, broadcasters, podcasters, their contact info. And you should also put a link to their latest article or podcast that's related to your industry. So you can see the flavor for how they write, what they cover. If it's just a Q and A, um, you know, if it's going to be verbal, written, how things are going to be and if you're not sure where to start with immediate list, it's who's your target audience, who's your target audience? Reading, watching or listening to, finding the correct contacts at those outlets. And then have they written about a product offering or anything close to your industry or niche. Those are things that will help you start forming a list. Another thing and those people who post the Pinterest things about comparison is the thief of joy be damned because it's not. It's actually the key to mining your media list. Anyone who's ever covered your competitors or in or in the summit case, anyone who's ever covered the speakers you're featuring are fair game for your media list. They've already covered areas that touch on what you're doing or that interests your same audience and they've already proven that they want to cover that. So you should definitely put them on your media.

Dr. Mark: Wow. KJ, this is incredible. I'm like over here writing down all of these notes now. I'm like, I need to reach out to media about what my two internet system, you know, I didn't even, you know, it's some of these sometimes just didn't even think of was you know, wouldn't have thought of that as smart. Just like well just do it. You know, this is incredible. So what could you at this point kind of just list the three or four things off, like a quick summary of it. So we've got one HARO, two is this, three is as far as this. So we've got that in context.

KJ: Yup. One is HARO, two is doing your research and finding their editorial calendars to see what they're covering. The third is following reporters and outlets in your industry of interest and seeing what they're talking about and then having a conversation with them. The fourth one, which we kind of touched on, but I didn't specifically call out with your two internet system would be to um Hmm. We keep track of the 10 questions you're asked in one week that you see yourself always being asked, that's what you should be pitching to people. That is your pitch schedule for the year. Those are the questions people want answered. That's what you're an expert in. And then the fifth one is just have a media list. Yeah.

Dr. Mark: And I love that media list. Can we dive a little bit deeper into that because I'd love to learn more about that. So we're like, if we're getting started, walk me through this. I'm a newbie at this. I'm going to start building a media list. Where would I start going? And you, you were mentioning, you know, target, find your target, what they're reading. Is there certain parameters to that? Does it have to just be, for example, is it a magazine or is it online editorial? Just walk us through that strategy in a little bit more depth.

KJ: Sure. Um, so I, if I was a brand new person, if I had a brand new person and I was trying to talk them through, Hey, here's how you develop a media list, and I didn't want to pull a media list for them. Um, you don't need a fancy system. You don't need to sign up for

one of the really expensive services you just seen. Again, Google, Google is your friend. So the first thing you do is you take your area of expertise and you're like, who's my target audience? And then you go to your Facebook, your LinkedIn, your Instagram, whatever your social media platform is, your email list, and you make a survey and you ask, you literally just ask people, Hey, what podcasts are you listening to? Hey, what? What news do you read the newspaper? Hey, where do you get your news every day?

KJ: What are you interested in learning more about? And so, and everyone's only can see like the big names will be like, Hey, what podcasts are you listening to? They're not really looking for more podcasts to listen to. They're looking for podcasts they can be on to get more people to listen to them, so it's just a little fishing expedition. That's the first step I would do. I would mine my audience and do research about what they're reading, writing and listening to because those are the people I want more of. The second thing I would do, I would creep on every single press page, every single website and do a Google search of my competitors to see where they've popped up. Because where they popped up is a whole media list for you to start building and adding on your own. It's people that are already interested in what you're doing, it's people who've already covered your industry or niche, you know they, you might have a different take than your competitors.

KJ: You obviously offer something different than your competitors or you can compliment the story or add more detail to it. These are all helpful things. Add those people to your media list. The third thing I would do, and it feels so basic, but actually I'm going to add four more. So the third thing I would do is I just do a Google search. If I was a Baker for instance, and I had an online baking summit once a year, I would say pastry, just literally pastry into the Google search and then at the top where it's like all searches, images, shopping more. You click the more tab and it says there's news one. And you go to the news one. It pulls up every article that's ever been about macaroons and who knows how long and then you just look at that. Okay, does this title match?

KJ: Is this Bloomberg article match and you've got outlets, you've got titles you can probably tweak for pitching or your blog or podcast topics. You've got the contact information for who wrote that article or at least a good place to start. Just try and find a search who wrote that article and you can build a media list from there. No problem. And you don't need to have hundreds of thousands of people on your media list if you're just getting started. 15 to 20 contacts is more than enough for you to be reaching out to because you know you're going to have to personalize an email to every one of these people follow up, maybe do a phone call. So I don't think you have to have like 250 before you start. Start with five, start with tens or 15. The key is starting. But so those are, those are the ways that I would go about starting my media list.

Dr. Mark: I mean this is so good. This is like incredible information here KJ. And I can tell you most, I'm going to say like 97% of summit hosts are not doing this hand raised over here. You can bet we're going to be doing this moving forward. Now I'd love to hear now that we've got the media lists, let's say we've done the work, we've built this list. What's the next step? Cause I'm assuming we've got to start building a relationship with these like so how do we do that? And then how do we utilize this list when we're getting ready for our next summit?

KJ: You are going to introduce yourself because it's just like, pitching the media is just like a networking event. Just like walking up to somebody or starting off conversation in a line at the bank. You're going to send them an email.

KJ: You're going to first find the right context, right? Make sure you have their email address. Then you're going to make sure that you can describe in one sentence who you are and what your summit or your podcast or whatever you're pitching is about. Then you're going to introduce yourself. That's gonna be super simple. You're gonna think of a cute little, not too cute, but you're going to think of a good subject line. You know, like it can even be as simple as introduction, colon, you know what you're doing and who they are, but it's, it's a topic I'm going to literally give you. I'm just going to read you a pitch right now and it's going to say something like, hello, contact name. I've been following your column blog, podcasts for quite some time. I love your content and what you share with your readers, listeners, viewers, every time I read a post, listen to an episode, I feel like I'm able to walk away with a simple, clear action item.

KJ: One recent example that really resonated with me was, and then put the example so it shows that you've researched them, it shows that you are paying attention to what they're doing is showing you're not just blind pitching them like a a hole and then it's the next paragraph of your email could be, I believe that I can add value to your audience and on a few different topics. Some that immediately come to mind include. Then you list out topic one and it's just a high level overview sentence and then it's to a proposed topic or title. It's three, a proposed topic or title stop with three because you don't want me to give them all your ideas and also good things come in threes and then you just say many. Thanks for considering my request. I look forward to hearing from you. Um, and then you end with a thank you or many thanks because I have found that kind regards or salutations are those things don't get you answers, but a thank you and a many thanks.

KJ: I get like a 75% response rate when I show gratitude as my salutation and then you include your contact name at the end. So I'd have KJ Blattenbauer, I have my phone number, I'd have my email again and then I'd have my website because they're going to stalk you. Give them the ways to stalk you, make yourself super easy to find, but that is as simple as your first pitch has to be. I am going to go so far as to tell you that you should send out your initial pitches on a Tuesday or a Wednesday morning. If you don't hear back from anyone, do not be discouraged because people are busy, right? Like you're not sitting at your computer waiting for people to pitch you to be on the podcast. You, you're busy, you're doing stuff, you're recording podcasts. You can find a time when you find time, so you'll do your initial pitch or outreach.

KJ: Tuesday morning, Wednesday morning follow up Thursday morning, maybe Friday morning, but probably Thursday morning with your second one and all I do for my followup is I forward on my original email in the subject line where the FWD comes. I take that out and I put follow up because then it shows us that you followed up a second time, but also you can trick people into thinking like, Oh shoot. Yeah, this person that I've already had a conversation with this person. They're just following up to give me what I asked for, and you just do follow up and you just say like, I just say, hello Mark. I wanted to follow up on the information I sent below. I really think I can provide

value to your listeners. I'd love to get together to talk about more topics on X. Let's let's get, get in touch with me and then it's a thank you again, all your contact information I send that follow up that Thursday or Friday morning.

KJ: I let things breathe for the weekend because no one's checking things on a weekend. I don't care for a 24/7 world or not. And then I follow up again the following Tuesday or Wednesday morning and if I don't hear anything I might take a week off and then I'm going to hit them hard with another thing. And it's not another intro but it's another topic about, Oh I just saw you had an episode on X. That's so interesting. Um, it really made me think about whatever and then how it relates to my stuff. You know, cause when I'm pitching you, I haven't hosted a virtual summit. Maybe I'm a chicken, but maybe I should probably do a virtual summit now let me thinking about it. I just haven't done a virtual summit. So on first bless people will be like, you are not a fit for this podcast KJ, but my area of expertise can help your people do more things. So I want to be like, Hey Mark, I've never hosted a virtual summit but you should talk to me cause I'm an expert in Austin virtual summit. No, I pitched him on, Hey, here's the way that people who host virtual summits, you can get more people listening, more eyeballs, more people interested using PR. So it's just finding the way your niche ties into what they're doing.

Dr. Mark: Okay. I love that. And that's exactly why we have the summit speaker spot for this podcast is people who speak on summits are still in the summit world. And I, and I actually love this, uh, this information that you've given. And so just to kind of summarize that to one little degree is if you don't hear back on the first initial outreaches, you don't quit or stop. You follow up again with another topic or another title or another, a subject that that relates to an additional thing that they've got going on. So, I mean, you could do this ongoing forever until you know, you eventually get that connection. So the last thing we'll kind of touch on here, KJ, and then we'll wrap this up, is now that we've made the connection,

KJ: Wait, can I stop you for one second?

Dr. Mark: Okay.

KJ: Oh, sorry. I didn't mean to interrupt you, but I just, I wanted to touch on this point because I think so many people get so nervous about pitching and then they stop and they hold themselves back or they get really discouraged when they don't hear back. I've been doing this for 25 years. I don't hear back on my initial pitches. Even if they are the greatest pitch that I'm so proud of that I've ever sent. I hardly ever hear back on that. I will hear back a lot on my followup because it takes people a couple pokes, but you can't get discouraged. I tell my interns, I tell my employees, I tell clients that I am training. You don't stop following up until they send you a cease and desist or restraining order or if they tell you no. And the best thing they can do is tell you no because then you can follow up and say if they don't offer it initially that you can follow up and say, okay, you're not the right person. Is there someone else at X outlet I can follow up with? So I've never had anyone send me a cease and desist. I've only had one person calling me a stalker. I can count on one hand the number of times media were mean to me because my pitches were dumb and three out of those five times they were

dumb. So I had to come into me, but don't get discouraged. Just keep doing, just keep going. Just keep poking at it. It's just like weight loss, right? You're not gonna start January 1st and be like, I want to lose a hundred pounds and run two miles and almost want die and the January 2nd to be like, yay, I lost a hundred pounds. It doesn't work. You got to keep going and going and going and going and going until someone tells you no.

Dr. Mark: I love this and those, those examples, man, this is you're, you're a little firecracker over there, KJ. I love this. So, so let's wrap it up with this. I would love for you to then now kind of concisely let us know we've got the relationship. How do we now use that relationship? Say I've got my summit coming up in four months. What's the next step?

KJ: So you've pitched, hopefully you're going to get some coverage from it, but just keep staying in touch with them, whether it's something you can help them with that specifically benefits you or it's just an expert that you know that can help them with something that they're working on. Start building that helpful rapport. You know, like if I wanted to do a summit, we, I feel like you and I have a relationship I can reach out to you. Be like, Hey Mark, I'm trying to do this or I need a speaker for this. Is there anyone you'd recommend you're going to eventually get to a relationship with a journalist where you're going to get to do that and it might not benefit you today, but it might benefit you tomorrow, but you're also going to start extending your 15 minutes of fame, right?

KJ: So just see, because you, talked to that reporter you have the relationship and you have coverage from that one. It doesn't mean you're done, right. That article happens. You can promote that article, you can share that link across all your social media accounts. You should have a press page and places where you are featured on your website. You should be sharing it there. You could write a blog post about the experience and teach other people about how they can be doing it or just Brian, a little bit about your press. You know, you can definitely, every part of your website, the headers and banners on your Facebook and your LinkedIn, it should all be as CNN featured in and have all the links and logos of places that you've been. Do you know what helped build it? That third party expertise, you can send an email blast your customers or your listeners saying, Hey, you know, I know you usually turn into hear me on my own podcast, but I was on this podcast I want to share with you because there's so many nuggets of wisdom, that sort of thing.

KJ: Um, and you can send it to, I mean, you can even pass them out to other press people because they're like, Hey, I know you mentioned that you were kind of worried I hadn't been featured anywhere but just made the wall street journal. Yes, you're going to want to cover me now. Um, that sort of stuff. I mean, I would do that in moderation, but I still would do it to a few people and then just make it easy for like your network to spread it. Because if you do short and succinct Twitter level capacity, things like, Hey, I was recently featured on whatever we're talking about, you know, want to learn, one of the best way to get your summit noticed URL and then people that's easy for people to share and that that's how you extend your 15 minutes. Just keep going on and on and on and on and on because you can't be shy about publicizing yourself, especially if you have a summit coming up. If you have something going on, if you don't toot your own

horn, no one is going to toot it for you and it's not bragging if you're proud of what you're doing.

Dr. Mark: This is so good. Okay, KJ, man, that is absolutely phenomenal gems. I knew this was going to be such a great episode. I'm so thankful for you for dealing, fighting through with me through the earthquake and the internets and we made this happen and I know all of our listeners right now are like, thank you KJ. Thank you Mara for making this happen despite the risk of death and injury. No, but I know what they are thinking. They're thinking, Mark, how do I get in touch with KJ? How can I follow or how can I consume more from her? So KJ, why don't you let them know where you're hanging out with? What's the best way they can get in touch with you?

KJ: I am usually hanging out on Instagram, so you can find me @KJBlattenbauer. That's K-J-B-L-A-T-T-E-N-B-A-U-E-R on Instagram. You can also find me at kjblattenbauer.com and then I have a new book available and it's How to Be a Media Darling. It's step-by-step PR guide. Um, that just shows you exactly how to be your own publicist and extend that 15 minutes of coverage. And you can find out at Amazon, How to Be a Media Darling.

Dr. Mark: Oh, that is great. So we're gonna, we're gonna put all of this over on the show notes so everybody can access. Grab that book, go hang out with KJ on Instagram and KJ I'll let you kind of round us out with like one final parting piece of wisdom that our summit hosts need to know.

KJ: The one parting piece of wisdom. I think it's something we've touched on, PR and that they need to be doing it. They need to be working as their own publicist because there's no one else that's going to do it for them. They have to be out there promoting and putting themselves in front of others because it's the best way to extend their reach and the breadth and so best way to help additional people, but also to get the best summit speakers and guests.

Dr. Mark: I love it. Make sure you go check out KJ, her book, How to Be a Media Darling. Hang out with her over there at Instagram and KJ, thank you again so much for taking this time to be on this podcast with me.

KJ: Ah, thank you for having me. It was a blast

Dr. Mark: And thank you all you summit hosts for hanging out with KJ and I. I am Dr. Mark T. Wade, your host here on the Virtual Summit Podcast and just remember your message matters. So go out there and make an impact. Don't forget to check out the show notes so you can get access to all the links, goodies, and downloads that KJ just shared with us over podcast.virtualsummits.com/112 and we'll see you on the next episode.

Dr. Mark: Now I want to end this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact in the world, even if you're just getting started. So don't get caught up in analysis paralysis because the world needs to hear your message and there are

people who are waiting for you to help them. Just get started because imperfect action is always better than no action. Thank you and see you on the next episode.