Influencer Drafting Checklist – Media Edition

How to leverage media coverage to beat the competition. . . at your game.

# 1. Targeting – don’t be a nuisance; Instead build Trust

Why are you focusing on this publication? Do your prospects read it? Do they trust it? Do competitors focus on it?   
**Pro tip:** Spray-and-pray techniques aren’t just ineffective, but also counterproductive. These days, it’s easy to block sources of noise. **Shortcut:** Where do the incumbents spend their ad dollars?

Pitch the journalist on his/her needs. Why is this story a fit for them, specifically? (Do your research!)

Pitch the journalist on what that person’s audience is interested in. (Keyword and site research is a must.)

Pitch stories, not vendor briefings.

# 2. Interviewing – How to Pivot like a pro

Before the interview, find out what the journalist would like to accomplish with this talk.

Offer a conversation, NOT a briefing!

Focus on the problem. Why does it matter? Why is it a big deal? How does it hurt prospects?

**Pivot point:** Reframe the problem, ideally within an anecdote, to show that the status quo is risky.

Reframe the challenge (and solution) to push the conversation onto YOUR playing field.

# 3. Post-Pub Influencer drafting

Dissect the publication’s media kit to better understand their readers.

Draft off of the pub’s social media promotions to add value for readers.

Engage with the writers and editors as you promote (create a halo effect).

Build complementary content to appeal DIRECTLY to those readers.

Continue reframing the problem so that your solution is the only inevitable one (reverse engineer the solution back to first principles).

# 4. Going deeper to 10X your results

Focus on your prospects’ buying psychology. What motivates them? What holds them back? What will open them up to change? This changes from role to role, vendor to vendor, person to person; data helps.

Create regular high-value content that speaks to your prospects in their language.   
**Pro Tip:** Editorial calendars aren’t just for the media. **Shortcut:** Repurpose and reuse your best content.

Let us know about your content challenges. Please take our quick 5-minute [Hot Startup Winners’ Survey](https://www.surveymonkey.com/r/NWW-Winners).

For more 10X breakthroughs and other content help contact: [jeff@sandstormmedia.net](mailto:jeff@sandstormmedia.net). We’ll start with a content audit and an audience assessment, and we’ll then build content solutions that speak directly to your hottest prospects.