

PUBLICITY QUICKSTART GUIDE

START EARNING BIG-TIME VISIBILITY (AND
THE FLOOD OF CLIENTS THAT COME WITH IT)

Welcome



I'm Melody Wilding, a licensed social worker based in New York City.

In the first 12 months after launching my practice, I went from zero media presence to being featured in major publications including *New York Magazine*, *Fast Company*, *Forbes*, *Shape*, *Cosmopolitan*, *Glamour*, *Mashable*, and many more.

To date I've given hundred of interviews. I'm a contributor at top media outlets like Forbes, Inc. and PsychCentral, in large part thanks to the relationships I've built with reporters and media contacts over time.

Most importantly, I've seen first-hand the power of exposure and visibility to grow your business: I went from **zero clients to fully booked out (with a wait list!)** and have become a recognized expert in my niche, **opening up new revenue streams like speaking, book deals, paid writing opportunities, corporate partnerships, teaching, and more.**

Today **90% of my clients and email subscribers through the PR and press I get**, largely through the repeatable system I've developed using a free tool called **Help A Reporter Out, or HARO** which you'll discover how to start using in this guide.

You're going to learn step-by-step how to start getting free press exposure that connects you with your ideal clients, in just 20 minutes or less.



"So many of our dreams at first seem impossible, then they seem improbable, and then, when we summon the will, they soon become inevitable."

CHRISTOPHER REEVE

YES, YOU CAN DO THIS

First, I want you to know that I wasn't always here. Below is a screenshot of my homemade Weebly website when I first started working with the media back in 2013. You can see..no cool freebie or pretty graphics. I had very little social media presence -- not even a Facebook page.



Why do I share this? **Because no matter where you are at in your private practice journey, you can start working with the media.**

Your inner critic may be saying this will never work for you. That's normal! This is a new venture, so it's natural for those concerns to pop up. But I assure you that with a little bit of systematic effort (and the courage to put yourself out there), you **can** start landing massive media coverage to grow your visibility, get more clients, and attract new opportunities as a result.

All you have to do is take the very first step...and that's signing up for a FREE, insanely powerful PR tool called Help A Reporter Out.

WHAT IS HELP A REPORTER OUT? (HARO)

You may have heard HARO mentioned along your practice-building journey, perhaps in a Facebook group or on a blog. Here's a quick breakdown of what HARO is and how it works:



55,000

Journalists

475,000

Sources

3 emails a day
5 days a week

When you sign up for HARO, you get three emails every weekday. Each one has a HUGE list of requests (called “queries”) from reporters and journalists looking for experts just like you who can share their advice on a range of topics. Best of all? It's **TOTALLY FREE** to sign up for and use.

If you spot a query that fits your expertise, you simply email the reporter. Then you may be quoted in an article or be interviewed on radio or TV. Journalists receive thousands of responses each day, so it's important to learn how to stand out.

But before you do dive into learning how to craft the perfect pitch, nail interviews, and leverage that exposure to grow your business, you have to register for HARO! The rest of this guide will walk you step-by-step through how to accomplish that.

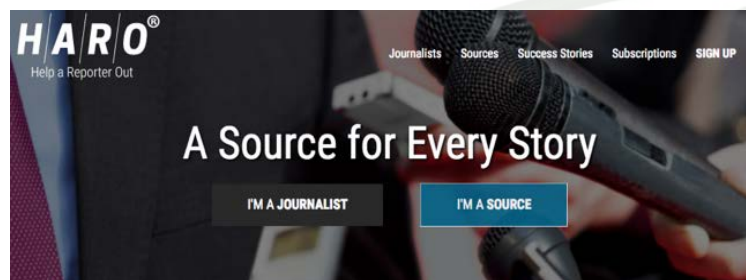


*"Always remember, you have within you
the strength, the patience, and the
passion to reach for the stars to change
the world."*

HARRIET TUBMAN

7 STEPS TO GET STARTED WITH HARO

1. Go to
helpareporterout.com



2. Click “I’m a Source”

3

Send the Perfect Pitch

Pitch the masked email address listed in the source request. Include answers to the journalist's questions, any specified requirements and a bio with you or your client's contact information. If the journalist is interested, they'll reach out!

Ready to get more media coverage?

Sign up today to start pitching journalists!

SUBSCRIBE NOW

3. Scroll down to
“Subscribe now”

4. Click “Sign Up” for
Basic/Free.

Want to share your knowledge with the world?

Don't worry – our monthly paid subscriptions don't lock you into a contract. Sign up for our daily newsletter today!

Basic FREE!	Standard \$19/mo	Advanced \$49/mo
<ul style="list-style-type: none">✓ Media Opportunities: Delivered to your inbox, three times a day.✓ Support: Email <p>SIGN UP</p>	<p>Everything in Basic, plus:</p> <ul style="list-style-type: none">✓ Keyword Alerts: Choose one keyword to help filter through media opportunities.✓ Profile: Create one profile to automatically insert into your pitches.✓ Text Alerts: New media opportunities are sent right to your phone.	<p>Everything in Standard, plus:</p> <ul style="list-style-type: none">✓ Keyword Alerts: Choose three keywords to help filter through media opportunities.✓ Profile: Create three profiles to automatically insert into your pitches.✓ Headlines: New media opportunities are sent right to your phone.

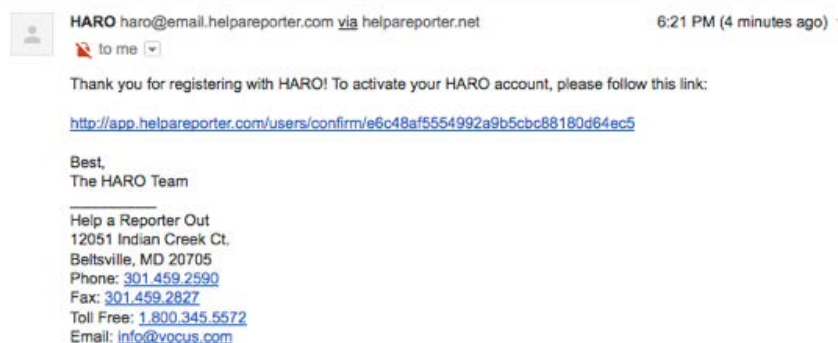
7 STEPS TO GET STARTED WITH HARO

5. Enter your information.

Incorrect information? Clear the form.

First Name: *	<input type="text"/>	Password: *	<input type="password"/>
Last Name: *	<input type="text"/>	Country: *	<input type="text" value="--Please Select--"/>
Email: *	<input type="text"/>	Company: *	<input type="text"/>
Phone: *	<input type="text"/>	Annual Revenue: *	<input type="text" value="--Please Select--"/>

HARO Account Activation



6. Go to your inbox. Click the link in the email to activate your account.

7. You're all set! You will now get 3 emails a day, 5 days per week from HARO.

Welcome To The Family

Success! Your HARO account is now active!



Congrats!

That's it. Easy peasy, right?

You're now ready to start earning big-time visibility and create a flood of interest in your services using the power of PR.

MEDIADARLINGMETHOD.COM

Ready to amplify your exposure even more and connect with thousands of new potential clients like a pro?

Then check out my course, The Media Darling Method.

This self-paced program gives you a proven process to land and leverage major media opportunities so you can use that visibility to get more clients and grow your business.

Go from unknown to expert in 30 days. My guarantee, or your money-back.



>> LEARN MORE ABOUT THE MEDIA DARLING METHOD NOW <<