Article #6

Successful Online Coaches Need to Work the Media

I need you to pay close attention to the title of this article. Can you repeat it to me? Good. Please note that I did not say successful coaches need to work for the media. This is a very important distinction. I said successful coaches need to work the media.

Unfortunately, a lot of people do not get the distinction. They think that if they want to achieve some sort of traction in their online coaching business, they have to work for the media. This means that they have to essentially crank out all sorts of content in the hopes that the media would pay attention to their stuff.

The idea being once the media pays attention to your content, then somehow some way your brand is benefited. That’s too much to hope for. In fact, if you are playing the game this way, you are playing it to lose. You can’t just assume that media exposure will be enough to carry your brand to the place you want it to go. You have to play a more direct role.

This is how a lot of people play the media game. In fact, don't be surprised that a lot of a big time public relations people say that this is the way to go. No. In the world of social media and in the world of twenty-four hour news cycles, you need to work the media instead of work for the media.

It's just too easy to spend good money after bad coming up with one worthless piece of content after another hoping and wishing and praying that somehow some way the media would pay attention to what you have published. It doesn't work that way.

You have to work the media, and this means that you have to use online resources like HARO. This stands for Help a Reporter Out. You submit your area of expertise and if media people from journalists to TV reporters and whatnot need resource people in your area of expertise, they will get in touch with you.

Another way you can work the media is to come up with press releases that are actually newsworthy. In other words, you position your brand within a controversial topic that involves your industry.

Of course, this requires a tremendous amount of imagination, resourcefulness and creativity. It might even seem impossible but, believe me, it happens all the time. In fact, if you go to the typical news show and you notice that there's this random person who works for a company that doesn't seem directly related to a news trend, you're seeing this advice played out. A lot of people actually use this advice to get amazing results.

Make no mistake putting up a successful online coaching business is no joke. You really have to work all angles. You have to go all the way. You have to go all the way. You have to do whatever it takes for however long it takes until you achieve success.

To develop such a successful business the systematic and methodical way, click here.