

Why and How to Get Published

By Burt Dubin

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Speaking Success System <http://www.SpeakingBizSuccess.com>

1. Why get your words and ideas published:

This is how you develop share of mind. This is how you create name recognition. This is how you generate credibility as an expert in your field. This is how you make your phone ring for possible speaking gigs.

This is how you establish and perpetuate your market position. This is how you get to have the thrill of causing prospects to discover you-and call you regarding your services and your products. And this is how you inspire referrals.

Plus this: Your published articles document your position and your mastery in your field. They are better than any brochure. Your prospects start to feel they've seen your name somewhere. You must be a somebody!

And-reprints of your articles may be used in your promo kit forever. More than that, because you always retain the copyright to each article, you can get them published over and over again for as long as you like. (The publication gets first rights only.)

In addition-you can keep every article in your computer and customize them for various markets endlessly. You cast the words for that market. You include their jargon, make references to examples from their industry, personalize each with quotes from known leaders in each industry.

2. What to always include:

You always include offers to send the reader more information. Important, crucial, vital and alluring stuff there's no room for in the article. For example, copies of your Special Reports. "The 10 best ways to..." "The 7 actions that..." "3 Strategies That Always..." "The 7 steps to..." "What never to do when..."

The titles of your free stuff are to be grabbers. Seductive, exciting, must-have. Make them so engaging that reader can't resist desiring them.

Now. So enticing that reader gets out of that comfortable chair at home, backs the car out of the garage and drives in the dark of night through a raging blizzard to the post office to mail you their request.

People love it when you amplify, quantify, and simplify. And when it's free for the asking. You offer to send this material by regular mail and not by e-mail. That's how you capture correct spelling of reader's name and address, and often the phone number-as well as other insights.

You may choose to ask for a stamped, self-addressed #10 envelope. This makes it harder for reader to get your precious pearls. You do this to put off the free loaders who aren't prospects anyway.

You may ask only that reader phones you. Let your experience guide you on this.

3. Where to place your offer:

Here's a nugget to burn into your consciousness: Bury your offer deep inside a paragraph near the end of your article. Why? Reader then has direct access to you even if editor does not permit a callout box.

4. How to get published:

You may self-publish. (I continue to do this.) You write a Paper. A Study. A Report. A Special Report. Call it what you will. Produce it on your computer. Be sure to use the spell-check feature. Punctuate with care. Most of us need an editor to review our work. I'm an excellent writer-editor. And I have 2 editors. They spots the glitches I miss. They clean up my prose.

5. You may get published in journals, newspapers, magazines, newsletters as well as in corporate and association in-house publications. These may be local, regional, national, or international.

Here are real examples: Tony Alessandra gets over a hundred articles in print every month. Most are in professional and trade publications only read by those in that field. Tony actually has a full-time staffer who does nothing except get articles placed.

His same articles, with minor edits and appropriate industry jargon included, are published again and again. You can do this, too.

Marjorie Brody is another fine speaker who gets herself a lot of print by relentlessly submitting articles to editors hungry for whatever serves the interests of their readers.

Phone the editors of publications read by decision-makers who can hire you to speak or train or consult. Tell the editor you're an expert writer and researcher. Do not reveal that you are a speaker, not yet.

Ask for a couple of back issues of the publication. Ask what their preferred number of words is. Ask about any editorial bias.

In particular, ask what issues are hot in that industry. Ask what gaps in editorial coverage need to be filled. Say you're more than willing to do what it takes to unearth valuable insights readers will treasure.

When you read those back issues, pay special attention to the writing style. Some publications only print what is in their preferred style. Many publications accept only what fits their ideas of format, style and slant.

Some will not pay you at all. This is OK if your aim is simply to be in print as much as possible. (Tony and Marjorie have no interest in being paid. They want the exposure and the recognition as

experts in their respective fields.)

And some publications will give you an ad or at the minimum, a complimentary subscription. If they give you an ad, you can promote your books and tapes.

Further, some publications have reprint budgets. When they won't pay you, you can request a quantity of reprints of your article on heavy glossy stock. Ask for 1000 reprints. Their only cost is the paper and a few minutes of press time. Your value is substantial because you can send out samples of your article for many years as part of your promo kit.

If you're asked to send samples of what you've written, send a cover letter on your letterhead. Be sure everything in the envelope is professional and that it adds to your credibility as the expert you say you are.

Another touch of spin you can employ is a subhead under your article title, from the forthcoming book, (name of book). This adds prestige to your name. It also gives you a worthy target-to actually write the book, article by article. (That's not such a bad idea!)

6. Always request a callout. This is a little box with your access information, street address, City, State, District or Province, Postal Code, country, as well as your e-mail and www addresses. You may not get all you ask for- and if you don't ask, you definitely won't get any of this.

7. Always request a head shot. This is a small professionally posed photo of your head and maybe your upper chest. Many editors won't provide this. Some will. You have nothing to lose by asking.

8. When an editor likes your style and you get 2 or 3 articles in that publication, recommend that you do a column every month for that publication. Jeffrey Gitomer now is a regular columnist in 60 or 70 business journals all over the USA. Jeffrey told me he endured rejection after rejection for years before he finally hit. For samples of his columns, get his book, *The Sales Bible*. He also told me how he merchandises and generates more value from his articles. He sends reprints to prospects and clients, frames and laminates his reprints for the office wall, includes reprints in his ads, and in his direct mail pieces.

9. Consider a letter to the editor: Present your thoughtful rebuttal to views expressed by another expert. Be literate and make sense. (Sending enough of these is like throwing mud at a barn wall. Some of it will stick.) Some of your letters will be published.

People read these letters. Thus, they get to know who you are. Hold your letters to not over 125-160 words. Start with a summary of your views. include some evidence. Stick to the point and the facts. Send them by e-mail or fax. Include your full name and address.

Burt Dubin, a 20 year veteran of the business of speaking, coaches and mentors speakers and wanna-be's world-wide. Burt works with people who want to be speakers and with speakers who want to be masters. The words of his clients, the admiration and respect expressed for his work by some of the world's most successful speakers, testify to the values he delivers. For samples of his wisdom, simply go to his web-site, <http://www.SpeakingBizSuccess.com> or e-mail Burt at burt@SpeakingBizSuccess.com. Down-load some of the 20 FREE articles and 26 FREE newsletters.

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