

INSIDERS REVEAL...
THE #1 PLATFORM FOR
CONNECTING WITH MEDIA

HURRY! FIX THIS!
THE FIRST THING A JOURNALIST
LOOKS FOR ON YOUR SITE

SALES ON AUTO-PILOT??
HOW TO SIGNIFICANTLY
INCREASE YOUR INBOUND LEADS

UPMYINFLUENCE MAG

www.UpMyInfluence.com | ISSUE 2018

NO RESPECT?

Why you aren't getting an email
back when you reach out.

Want press?

I'll reveal exactly what will make
journalists LOVE you!

JOSH ELLEDGE CRUSHES IT!

Crowd of over 500 attendees at
Social Media Marketing World
2018 learn from the man
disrupting an entire
industry!

**Meet the man who's
democratizing PR**



FOCUS

Why LinkedIn matters more than ever



by JOSH ELLEDGE
Founder / CEO



UPMYINFLUENCE MAG

This is my calling

Every experience has brought me to my mission to help thoughtful entrepreneurs impact the world with their message.

Who I am:

WHO I AM: I'm Josh. A decade ago, I embarked on a one-man quest to stop spending so much freaking money on groceries-- and so transformed myself into America's coupon-crusading "Savings Angel."

With a little bit of my own PR fairy dust (thanks to my U.S. Navy journalist experience), I became an influencer with my digital consumer advocacy and lifestyle brand SavingsAngel.com which has **grossed more than \$6 million in sales with less than \$500 spent in advertising**. Yes, I literally dropped more \$\$ on toner for the office printer!

Today I'm:

- A well-known influencer in the Startup PR space
- A syndicated newspaper columnist with a reach of over 1.1 million readers

- A sought-after keynote & workshop speaker
- Media guest clocking over 2000 TV, radio, and podcast appearances.

And NOW, I take all the PR magic tricks, ancient wisdom and special sauce recipes that got me here - and set them all free!

What I do:

As the founder of UpMyInfluence, I turn entrepreneurs into influencers, thought leaders and authority experts so they can achieve:

- More sales & revenue
- Industry Respect
- Bigger speaking fees
- Valuable networking connections.

I hope you'll invest your time wisely and read on. **What my team and I are about to impact your business with will be absolutely life changing.**

You deserve abundance and success in all you do. It's my mission to help you create that!



At Social Media Marketing enjoying @joshelledge info about PR. Thanks info it's invaluable.



OUR TEAM IS EAGER TO SERVE
HELP YOU BRING YOUR MESSAGE
TO THE WORLD!

FOUNDER / CEO
Josh Elledge

OPERATIONS:
Rachel Underhill
- Director of operations
Di Blais
Keriann Roe
Courtney
Jackie
Lester
Lisa
Tirzah
MacKenzie
Sara

COMMUNICATION
Cortney Fielding
Jennifer Longworth
Stefanie
Rita
Emily

GROWTH / CONNECTIONS
Alissa Nolan
Eric Tatro
Curtis Rapp

DEVELOPMENT
Arti
Christian



Clark Kelly
@KellycaMiamiOH

@joshelledge How to get traditional media exposure using social media... High energy & great insight



anniesaurus
@anneannebobanne

Replying to @KstarrPR
Ditto! You would have loved this session. @joshelledge was super engaging and high-energy and had a ton of good stuff to share about the intersection of #PR and #social

2/28/18, 3:34 PM



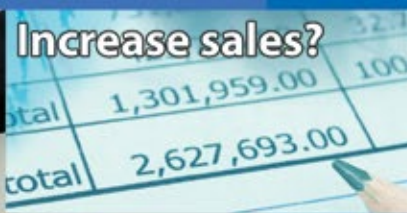
What would you do with 10X the authority?



More paid speaking?



Partner with influencers?



Increase sales?



Enjoy more respect?

You'll learn what to add to your website right now & **improve your conversion rate + revenue by 8-20%**

Learn why influencers, journalists, and clients **are ignoring your messages**. As a syndicated columnist & TV expert himself, Josh will reveal why he ignores most of what he gets - and who he engages with.

Taught by Josh Elledge

Josh has been featured in the media **over 2000 times** and created **more than \$6 million in sales with less than \$500 spent in advertising**.

HURRY UP!
We fill all 100 seats each time!

FREE LIVE TRAINING



Register now:
UpMyInfluence.com/webinar



“LinkedIn has never been more critical if you want to work with influencers and the media”

One hour of work will pay you back 10X.

So... let's talk LinkedIn. It's that social media platform with more power ties than Facebook and less (but still some!) sleepy kitten videos than Snapchat.

You probably already knew this was an important space for job seekers and HR professionals. But a strong LinkedIn showing has also become vitally important for business owners and entrepreneurs as well.

Why?

Well, to answer that let's start by just looking around. With more than **400 million members worldwide**, 1 out of 3 professionals in the United States can be found here. Those figures include everyone from the CEOs, thought leaders and media professionals you'd like to attract to the potential employees you'd like to hire and yes, even the customers you'd like to collect money from!

And not only are these people here but, more importantly, they are actually engaged! LinkedIn members tend to do be an ambitious lot and they are here to make connections and share knowledge! Add a crazy-powerful internal search engine and publishing capabilities that make it easy to create and share your con-

tent, and LinkedIn is now the biggest and best professional branding and networking platform around.

If you aren't going big here, you are really missing out.

Said another way, this place is not just a resume depository anymore! In fact, **what Facebook is to your personal brand, LinkedIn should be to your professional brand.**

When done right, a LinkedIn profile can and will do at least **three big things for you...**

Bring in **inbound sales leads**

Help you carve out and expand **credibility and authority** within your chosen space

And perhaps most importantly (from a PR perspective), provide a way for “real life” connections to **vet and verify you**. LinkedIn has incredibly valuable real estate on Google. When someone searches you, chances are your LI page will be among the top two results. This is actually great news as it allows YOU to drive the conversation about you.

All good stuff, right? Well, the key phrase here is “when done right.” And almost everyone can improve somehow.

So let's start by taking a look at five simple things you can do **right now** to polish up your profile start building your presence on LinkedIn.

But before we get started I'm go-

You're not doing LinkedIn correctly, Bob.



Bob Johnson - 1st
Entrepreneur, Marketing Strategist
High School
Greater Los Angeles Area • 500+ &&

ing to make one simple yet vital suggestion. When revamping your profile there will likely be lots of tinkering in your future. So head into your dashboard, head into Privacy and make sure "Sharing Profile Edits" is switched to off! This will save your connections from getting bombarded with alerts every time you make changes or add new information.

Now let's get going, shall we....

1 Complete your Profile, Duh!

Improve your LinkedIn profile. This tip seems ridiculously obvious, but according to *Linked for Influence* author Stephanie Sammons, a majority of LinkedIn members don't actually do it. Most people fill out the broad strokes but then get a little sloppy when it comes to details.

And it's a wasted opportunity.

Search results within the site are tied to relevancy, so every interest

you add, the professional group you are a member of in a video you post can boost your search results later on. According to internal research, those with completed profiles are 40 times more likely to receive opportunities in the way of con-

According to internal research, those with completed profiles are *40 times more likely to receive opportunities in the way of connections and referrals.* So go back into your account, and fill out every last section in as much detail as you can muster.

nections and referrals. So go back into your account, and fill out every last section in as much detail as you can muster. Really stretch to add as many accomplishments, skills and interests along volunteer experiences and internal LinkedIn groups as you can (the site allows you to join up to 50.)

When working through these sections, think of your skills and interests as a way to form your own

narrative and tell others what you should be known for. And a little note about LinkedIn Groups: This space provides a place for professionals in the same industry or with similar interests to "share content, find answers, post, and view jobs,

make business contacts and establish themselves as industry experts." They are definitely worth joining and spending some regular time within. It's one of the best and fastest ways for the entrepreneur to build authority and brand recognition within your chosen space.

You can browse groups by keyword or start by looking

around at the industry leaders you admire. What groups are they in? Start there.

2 Vanity is good

LI makes grabbing your "vanity" URL a relatively painless four-step process. It's another simple thing many users overlook. Once you go through the trouble of creating a profile you are going to want to share it. But a string of

random numbers and letters with a URL attached to a business card just doesn't have the same zing that your actual name does!

Of course, lock down your first and last name if possible (but it's probably no longer possible). If you can't, get as close as you can. If you are that unfortunate John Smith (although I've never actually met one in real life, I hear they're quite popular) you are going to have to dig around and add something like your profession, business name, or city to the URL. Do you have a tagline or moniker that might fit in here somewhere? Try it. If all else fails, add a number to the end. Whatever you do, don't make the mistake millions of AOL users did and keep away from descriptors like sexy or foxy, those names will haunt you for decades!

3 Pics or it didn't happen

As those Head and Shoulders dandruff shampoo commercials from the 80s taught us, you never get a second chance to make a first impression. Your LinkedIn profile pic is so vitally important because, unlike with Facebook, you aren't constantly updating new photos of yourself that display different aspects of your personality.

With your profile picture, you want to walk a fine line between authoritative professional someone could envision giving their time or money to, and approachable individual—a person with an actual personality.

The best way to do this is easy. Just smile in your photo! You aren't a coal miner sitting for a photo portrait in the 1800s. Research has

shown time and again that we humans are drawn to others that look warm and approachable, and the 1000 yard stare of a DMV photo doesn't often accomplish that.

On the other hand, keep your photo business casual and frame it from the shoulders up. And while it might work on Tinder, no one here wants to see you on a fishing boat holding up a striped bass. (On second thought, it probably won't work on Tinder either).

Truthfully, the best tip I can offer in this department is to just go hire a professional to take the shots!

They have the editing software that can make you look like a million bucks. But if you don't want to take it that far, just no selfies. And no. Having a selfie stick doesn't make it any better.

And... Background Please...

Also, please add a background photo to your profile. It's a great way to visually capture your audience's attention. This picture can be generic but, if you can find something that speaks to your professional personality or showcases your work environment or features your brand, then go for that!

Do you have a company or personal tagline or phrase that you'd like to hit your audience with? Use it as your background image! This is prime real estate. Just make sure the background images and the profile picture don't clash!



4 Media is your friend.

A picture tells a thousand words, but a video speaks them out loud for you. You really, really need to make an intro video. A simple video of around 2 minutes in length is a key piece of your profile and something most people skip. This is yet another chance to introduce yourself to your audience and tell your story. You can do anything from talking directly to your viewer into the camera (Hi, I'm Joe Schmo) or have someone off screen ask you a few questions faux-documentary style.

So here are some things to think about when working on this clip.

Why do you do what you do?

Where did your passion come from?

Do you have a funny origin story?

Do you have any funny or inspira-

tional stories about working with clients (that are shareable to a public audience)

Dig deep here. A video is one of the best opportunities LinkedIn will give you to differentiate and sell yourself!

After you've made your first video and are feeling pretty confident, why not play on advanced mode and try and shoot some quick testimonials featuring clients. Do you have someone in mind who wouldn't be participating? Think about clients you helped the most and have dynamic personalities. Don't be afraid to reach out and ask if they wouldn't mind participating in a little low-budget feature for you.

Now think about where you can be using media and visuals to capture attention throughout your profile. One of the best places will likely be within your work experience section. The old newspaper dictates to "show not tell" still applies in the 21st Century. Instead of telling us about your work experience, do you have any links to papers you've written or others have written about you? Photos of workshops you put on? Videos of speaking engagements you can add here? Think a bit and remember, a photo is worth a thousand resume bullet points!

5 First things First

This tip is last but certainly not least. What you are selling on LinkedIn is really yourself! And you can't do that if the summary section of your profile sounds like it was written like a Wikipedia page. Chances are you, and not your personal biographer, are actually writing your LinkedIn profile. Third-

person isn't fooling anyone. And in fact, it's hurting you. Remember, your profile should have one major objective. And that's to let your audience know who you are and why they should want to know you/meet you/do business with you.

Most people mistakenly believe that writing in third person will lend credibility and gravitas to their professional persona and draw people in. In reality, all it does is bore them. Remember our Facebook analogy. You wouldn't go on FB and type "Josh just had an amazing burger at Shake Shack. He also enjoyed the vanilla shake immensely." You shouldn't do it on LinkedIn either.

Make sure you and I are connected on all the social medias – and you've downloaded my '10 favorite PR tools to build authority & sales.' I'm going to dig deeper into revealing the best strategies to tackle your summary section – and will email you when we have it done. It's pretty critical to get this right. If you do nothing else today, going back and replacing your name and the he and she's with "I" or "we" will go a long way.

This should be more than enough homework to get you started. I'm going to say this one more time. [Connect. With. Me.](#) I don't want you missing my future article and video where I tackle crafting a headline sure to get you noticed by the LinkedIn search engine. You'll learn how to flip the script on your personal summary, turning it into a lean, mean client-facing machine that will engage your audience.

Need help?

[We offer professional LinkedIn reviews for our Gold and Platinum members.](#)

With an active UpMyInfluence membership, we'll do a full review and coaching session with you when you onboard.

Then, anytime you make updates to your LinkedIn, let us know. We'll give you a very thorough review and tell you how your content plays with influencers who are checking you out.

Why is this important?

Your authority and influence makes all the difference when reaching out to investors, partners, and customers. LinkedIn can showcase your authority... big time.

Your LinkedIn profile is almost always going to be on *page one* when an influencer Googles you to see who you are.

What you show them makes all the difference.

[Please let us help you work with more influencers!](#)



Get a Press Kit on your site ASAP!

Before we start diving into the value of having a press kit, let me clear up some confusion for those of you who may already be savvy enough to have a “media kit.”

Generally, when I teach audiences about press kits, many people think, “oh yeah... I’ve got that in place. That’s what I use to give to prospective advertisers or partners on how they can work with me.”

I would actually put that definition under a media kit.

A *press kit* is a very specific tool that will impact your business in a big way. A press kit is designed to do a couple of very important things:

1. It communicates to the press (traditional media, influencers, social media rock stars) that other traditional media, influencers, and social media rock stars are already working with you.

It is basic human psychology that we like to follow cues about what is normal according to what everybody else is doing. Having a thorough press kit on your site communicates to the media that you already actively work with the media - so **it is okay for them to work with you as well.**

You may not have a hundred or so examples (placements/clippings) but even if you have just a couple,

“ A PRESS KIT, IN MANY WAYS, IS AN EXECUTIVE SUMMARY OF ALL OF THE RESOURCES THEY ARE GOING TO NEED TO PULL FROM (OR EVEN COPY AND PASTE) AS THEY USE YOU AS A SUBJECT MATTER EXPERT FOR A STORY OR SEGMENT THEY ARE WORKING ON.

IF YOU WANT TO GET LOTS OF PRESS, YOUR #1 JOB IS TO MAKE IT RIDICULOUSLY EASY FOR THE MEDIA TO WORK WITH YOU.



that is a great start. It lets them know that you are serious about your own PR and that you are ready to be of service to them. It also shows that your organization is professional enough that working with the press is just something you do.

2. It gives the press everything they need to make their job much easier as they consider working with you. This is incredibly vital today as most working media have absurd deadlines and need all the help they can get.

A press kit, in many ways, is an executive summary of all of the resources they are going to need to pull from (or even copy and paste) as they use you as a subject matter expert for a story or segment they are working on.

If you want to get lots of press, your #1 job is to make it ridiculously easy for the media to work with you.

Before we continue, **my worst nightmare at this point** would be that you have been following me but then you get overwhelmed and believe that you can't do anything until you have the perfect press kit.

This would be a terrible decision. **It is far better to have a beginning or mediocre press kit than to have no press kit at all** because you think you have to have something perfect.

Just get a page set up on your site with (at the very least)...

1. A bio written in 3rd person.

A couple hundred words is more than enough for now. Eventually, you should have multiple versions. This will be helpful for speaker intros and podcast intros - who generally need shorter punchy ones. Take a look at the four variations on my own press kit page. <https://upmyinfluence.com/josh/>

2. Headshots

Ideally, you'd have high-res versions shot with a great camera by a great photographer. If you do anything with print media, you'll be required to provide them.

Normal screen resolution will not work.

3. Where I've been featured

Include EVIDENCE that you've appeared in the media already. Again, if it's a podcast or two, that's GREAT! You have to start building somewhere. Before you know it, you will have racked up a couple hundred media placements! If you're focused on growth and building your influence, it can happen quickly.

What's next?

I would next start working on sections that **explain your product or services** in an executive summary type of way. Think of writing in a way that the journalist could copy & paste to use when working with you. I would also include **high-res photos** of your products and logos.

I would also provide **a list of questions** that podcasters could ask you. If you are diligent and have a great message, getting interviewed by podcasters is a perfect way to get the ball rolling on your PR domination.

If you are an author, I would create a section that is titled: "How to sound like you've read my book." News-flash: They almost never read the book - so if you can make them good/smart, they'll appreciate it. :)

That should get you off to a great start. Of, course, when you join the UpMyInfluence community, we'll work hand in hand with you to get this done! We've worked together with hundreds of clients over the years to help create some press kits that have led to some great media placements. Here are a few:

[Greg Centineo Press Kit](#)

[Jen Pilcher Press Kit](#)

[Stacy Tuschl Press Kit](#)

[Scott Tucker Press Kit](#)

[Kathryn Moorhouse Press Kit](#)

[Invest Four More Press Kit](#)

[Caribu Press Kit](#)

[Marcy Warhaft Press Kit](#)

[GFT Skills Press Kit](#)

Why Twitter?

Want to connect with more journalists and reporters who can help you and your business get in the news? Twitter is THE platform for best connecting to 90% of the media folk I know!

It goes without saying that by being an active part of the Twitter community, you can...

- Reach a larger audience
- Generate more leads and
- Become the go-to source when customers are ready to buy.

Sharing the right mix of information is definitely a major factor when it comes to your success. As a small business owner, you need to make the time and invest resources into establishing a presence on Twitter. This will provide you with the opportunity to grow your business with a Twitter publicity plan and gain loyal customers.

Getting Started

Before you get started, lay out your plan. You absolutely have to be dedicated to responding in a timely manner to customer comments, keeping the conversation going and answering all journalists requests for information.

The perfect PR tool to show authority and make connections

You don't need to love Twitter as a social media platform. You'd better take it seriously as a communications tool, however - because journalists do.



Like all social media, there are rules and etiquette on how you use Twitter. Today, Twitter is such a vital part of your media outreach and you need to become versed in how it works, what the purpose of it is and how it can help you achieve the level of media coverage you seek for your business. Don't allow yourself to look foolish or be annoying!

I can't stress enough the importance of learning the rules of Twitter publicity BEFORE you start using it to contact journalists.

As I spoke about with LinkedIn, you are being judged harshly on your Twitter profile. This includes your profile pic/header shot, your bio, and your header image.

Even if you don't plan on spending all day on Twitter, you need to invest a half-hour and get that stuff situated.

One question I get a lot is when you plan on reaching out to media and influencers, should you use a generic company account - or a personal Twitter account?

In my experience, people (journalists are people last time I checked) like connecting with other people - NOT faceless corporations. Use your personal account. Just make sure you are using a great picture of your face as your profile pic. You should reference your position to your company account in your bio if you have one.

Getting Going

Once you have familiarized yourself with Twitter and have made some tweaks to your profile, it's time to IDENTIFY influencers and journalists you'd like to work with. This will be a half hour of your time very well-used. Use whatever method you like to find the accounts of people you admire most and add them to a Twitter list. This way, it will be much easier to follow their work and connect with them.

As you focus on building relationships and looking for an opportunity to collaborate on content, I recommend following these simple tips to grow your

Twitter publicity and PR:

– Be the first responder to the requests for information from journalist...have an answer, have a link, have SOMETHING – just make it credible.

“ FOCUS ON BUILDING RELATIONSHIPS AND LOOKING FOR AN OPPORTUNITY TO COLLABORATE ON CONTENT WITH JOURNALISTS. PUT THEIR NEEDS FIRST. DO NOT SELF-PROMOTE. A PROFESSIONAL JOURNALIST WILL SOURCE YOU. IF A JOURNALIST SENSES YOU'RE JUST TRYING TO PROMOTE YOUR THING, THEY'LL GHOST YOU.

– Don't send irrelevant Tweets to busy journalists. Pay attention to what journalists are looking for.

– Be interesting! Have a unique point of view.

– Put THEIR needs first. Do NOT self-promote.

– Have complete contact information on your Twitter profile. This is a simple yet very overlooked rule.

If you want to know how to grow business with Twitter, you probably should consider a membership with UpMyInfluence.com. We focus on growing our clients' Twitter audience and advising them on how to connect with influencers of every type - particularly those in the media.

Would you like to get your business discovered? Would you like to increase your influence on social media? Want to be quoted throughout the Internet?

Don't waste any more time trying to figure it all out on your own. I'm here to help you.

You can ask me any question you like regarding Twitter or anything else related to building your authority and influence [on my next webinar!](#)

Let's connect on Twitter! I'm @JoshElledge. Let me know you grabbed this free e-magazine in a tweet (tag me) and I'll try to retweet you to my audience!



9 things I'll reveal on my webinar

I've had the amazing privilege of growing a company to over \$6M in revenue with less than \$500 spent in advertising.

What gives me even more joy, however, is creating similar successes for hundreds of members over the past four years through the UpMyInfluence platform. Whether or not you join our community and take advantage of our platform, I'd love to share the gift of my experience with you and answer all your questions about how to gain the authority and influence you desire.

First, I want to ask you this question: **If you woke up tomorrow and you had ten times the authority in your industry, what would that mean to you, your audience, your team, your family?**

My job is to show you how to get that.

01 Why you have a **moral imperative to become famous** and why your audience needs you to share your message with the world.

02 How to **immediately profit from every single media placement you get**. That's right. I said IMMEDIATELY profit.

03 What you need to start adding to your website TODAY if you want to **improve your conversion rate by 12-20%**. Imagine: a 12-20% improvement on your paid ads campaigns. I'll show you exactly what to do. It works.

04 Why journalists and influencers have ignored you in the past - and what you will start doing to get them to respond to you.

05 How to drastically shorten your sales cycles. Prospects showing no urgency to get started with you? I'll give you the tools to speed things up!

06 How to get much more respect in your industry. This can lead to speaking invitations, partnerships with very influential companies, and an army of fanboys and fan-girls chasing you around at your next conference.

07 If you EVER want to have anything to do with TV news, there is something you must, must, must have on your site or they will never respond to your messages.

08 How to get Google to LOVE you and start boosting your SEO traffic.

09 What to say - and what NOT to say when reaching out to journalists. Chances are, you've made some costly mistakes in the past. I'm here to make sure this never happens again!

It's time to get famous. [Let's get to work. My team and I are anxious to serve you and make this happen.](#)