

# GET THAT ARTICLE

# PUBLISHED!

Have you ever poured your heart and soul into writing an article for a publication, sent it off to the editor, and never even heard back? It's frustrating – especially when you know how important it is to build your professional profile as a thought-leader, through publication. This flowchart shows six steps to winning at the publication race.



## Find an article concept that shows your expertise

# 1

Think of the expertise you want to use on behalf of your clients – the problems you want to solve for them, and the opportunities you can help them access. Your article should show your expertise in your chosen field. Think of issues your intended clients are facing, such as industry news and trends.



## Which publications reach your intended clients?

# 2

Determine which industry, profession, occupation or geographic area do you want to serve. Then, look for specialty news websites, influential blogs, industry or professional association websites, and printed trade and professional magazines that are relied upon by those people.



## Approach the publication's editor via a query letter

# 3

Don't write the article right away! You must get buy-in from the editor first, through a query letter, which is a mini-proposal for your article. Four points:

1. What's your article idea, in two or three sentences?
2. Why should readers of THIS publication be interested in your topic?
3. What will the article cover, in three or four one-line bullet points?
4. What are your qualifications for writing on this topic?



## Follow-up with the editor

# 4

If the editor doesn't reply, try a phone call. Find out how long your article should be, and the deadline.



## Get the article written

# 5

If you can write well, go for it. Or, have a ghost-writer interview you and write a first draft.

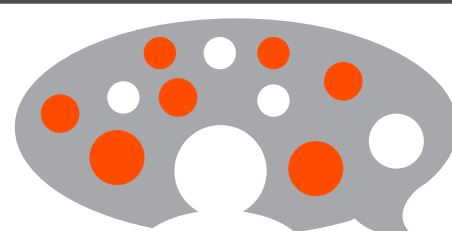


## Get the most from your published article

# 6

Post it on your LinkedIn profile, drop it into your LinkedIn groups, add it to your website, send it to your clients and contacts, include it in proposals, and use it as the basis for a speech.

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