

# Become A Blogger

Presents:

## Podcast Episode 147:



How to Get Media  
Exposure for Your Blog  
- with Lauren Greutman

[www.becomeablogger.com](http://www.becomeablogger.com)

By: Leslie Samuel



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## Introductions

*[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]*

Hello, hello, hello and welcome to another episode of [Learning with Leslie](#), the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it. I'm your host, Leslie Samuel, from [becomeablogger.com](http://becomeablogger.com) where we're changing the world one blog at a time and as usual, I have another exciting interview for you today.

Talk about quitting your job to focus on saving and have enough money to live your life. Seven years ago, they were in big debt and so, Lauren Greutman quit her job and focused on "couponing" to save more. Their family went from spending \$1000 a month down to \$200 on groceries! Today, she has one of the biggest blogs in the New York State which started from her passion to share in her blog anything about **frugal living**.

Lauren is also a backup co-host on her local morning TV show - Bridge Street, appears regularly on WSYR, CNY Central and has appeared on WNBC, Anderson Cooper.com, the Huffington post, The Good Life magazine by Dr. Oz and the list goes on. I want to talk about *how bloggers can land press*. That's what we're going to talk about today!

**LESLIE:** Lauren, thank you so much for coming on here. How are you doing?

**LAUREN:** Good, how are you doing?

**LESLIE:** I am excellent! I am ready to just talk about this press stuff because to me, it's kind of exciting.

**LAUREN:** Yes, it definitely is exciting and I am excited to teach it. It's something that's great for my blog and my business and I'm just really excited to pass on the information.

**LESLIE:** Okay, so I say all these things, Huffington post, WNBC, WSYR, I see there are a number of others on your website that I didn't even mention. All this press, did it just happen naturally or, are you doing specific things to make it happen.

**LAUREN:** Well, it first started naturally. Actually, you mentioned that I was doing a lot of couponing and I actually was teaching a couponing class at a local event. They called the local news station to promote their event and the News Station asked if anybody could come and represent the event on air. And so, they asked if I was willing to go and represent the event on air.



That was about almost three and a half years ago. I said, I was like, "Yes, I'll go and talk about the event and what I'm doing." That was my very, very first TV spot and actually, that was a dream of mine to get on TV one day and it actually started like maybe two months after I started blogging.

So, that was really cool.

**LESLIE:** Oh wow. How did it feel?

**LAUREN:** It felt totally natural. I loved it. I love what I talk about. I love sharing with people how to get out of debt and how to save money so, it was just a total natural feeling for me.

**LESLIE:** You weren't nervous at all?

**LAUREN:** Oh, I was a little bit nervous because it was live.

**LESLIE:** Got you.

**LAUREN:** So, I thought I was going to mess up.

**LESLIE:** But, you survived. You're still alive, and everything is good.

**LAUREN:** I'm still alive.

**LESLIE:** All right. So, since then, I assume there are a bunch of things that you've done to continue to get these types of opportunities, right?

**LAUREN:** Right, exactly. We... I say, "we" because my husband actually just quit his job in corporate America to come and work on the blog with me.

**LESLIE:** Nice!

## The Blog – [IamThatLady.com](http://IamThatLady.com)

**LAUREN:** Yes, so we are very strategic now in the kind of press that we do. But, first I just did it for fun you know, like, "Oh, I love being on TV. I love going on the radio." It was fun for me and it still is fun but now, it's just a lot more strategic.

**LESLIE:** Okay so, I just realized that I didn't even mention what your blog was in the introduction. The URL is [iamthatlady.com](http://iamthatlady.com), right?

The screenshot shows the homepage of the IamThatLady.com blog. At the top, there is a dark grey banner with the text "Sign up for my daily email list featuring the days best articles and get a meal planning workbook for FREE!" followed by a "Your Email" input field and a red "Enter email address" button. Below this is the main header area with the "I am That Lady!" logo in red and black, and the tagline "Helping you enjoy life on a budget". To the right of the logo are navigation links: Home, About, Start Here, Contact, Media, and CNY. Below the navigation are five category tiles: Recipes (with a fish image), Frugal Living (with hands holding coins), DIY Tips (with a hand holding a pencil), Finances (with a piggy bank), and Online Deals (with a shopping cart). A search bar is located below these tiles. A dark grey navigation bar contains five buttons: Printable coupons, Online Deals, Find Your Store, Money Saving Tips, and FREEbies. The main content area features a blue banner for "ONLY \$43 SHOP IN BULK FROM THE US & SHIP TO THE PHILIPPINES" with a "KNOW MORE" button. Below this is a blue advertisement for Samsung mobile devices with the text "No credit card needed. Buy a Samsung mobile device in installments through Lenddo. Try It Here >>>". To the right of the Samsung ad is a post for "Kids' Multi-Bin Toy Organizers: Only \$26.98! Save 21%! Free Ship to Store Too!". The post includes the text "Posted at 7:00 PM on Jan 20, 2014 by I am THAT Lady: Keri" and social media sharing buttons for Facebook (Like 0) and Pinterest (Pin it). A "Your Choice" badge is also visible next to the toy organizer image.

**LAUREN:** Right.

**LESLIE:** I love that URL. How did you come up with that, "I am that lady."

**LAUREN:** Well, I actually was doing dishes one night and I was...

**LESLIE:** Oh, I love when stories start like that.

**LAUREN:** Yes, right.

**LESLIE:** *[Laughs]*

**LAUREN:** I was doing the dishes cleaning up after dinner because I have four children so, I was cleaning up after everybody and I knew I wanted to start a blog but, I wasn't sure of the name and so, I was literally talking out loud to myself and saying, "I'm just that crazy lady that like, I'll do anything to save money or just that coupon lady who get stuck behind the store." And, it just came to me and I'm like, "I am that lady!"

So, I ran over to the computer and I checked the domain name and I was shocked that it was available so, I registered it right away.

**LESLIE:** Oh, I love when that happens. So many times, you go to the domain checker and it's not available. But, once in a while, you find something that's a real gem and you're going and you're searching like, "Yes! It's there."

**LAUREN:** Yes, it was amazing. So, I was really excited. So, I have been "I am that lady," for three and a half years now and that's what I'm called when I go to the grocery store. On air, I'm always called, "That lady."

**LESLIE:** I love it.

Okay, so you started three and a half years ago. Three and a half years ago? That's not a long time.

**LAUREN:** No. In the blogging industry though, I'm like a pro now in the blogging field. Three and a half years is long.

**LESLIE:** Yes, it hasn't been around that long. So, you're right.

**LAUREN:** Right.

## **What it was like before Media Exposure**

**LESLIE:** Okay, so let's talk before press. What were you doing to get traffic before you started landing press?

**LAUREN:** Well, I always talk at Money-saving seminars so, that was always my first passion. When I started my website, I already had a pretty good following from the seminars that I was doing and so, I just continued doing the seminars for me, and what I do getting out in the



community as a big part of my bog. I'm always teaching couponing seminars or money-saving seminars or debt-reduction seminars and so, connecting with my readers in a real way and getting to know them is part of my strategy but, it's also what I love to do.

And so, I'm still continuing to do that. I definitely think I got the traffic from being genuine and from really wanting to help people.

**LESLIE:** Got you.

**LAUREN:** Yes.

**LESLIE:** So, there was kind of a mix of an online and an offline aspect and using that offline to kind of expand what you're doing online even.

**LAUREN:** Exactly.

## Lauren's Tips on Saving Money before Quitting Your Job

**LESLIE:** Awesome. Okay, we're going to get into the step-by-step strategic, what to do, and how to do it and all that jazz but, I got to ask because [I'm going to be quitting my job in six months](#). I'm leaving my job in six months to do blogging full time, and in that process, I need to save some money.

Give me a tip, on big tip, like this tip is going to enlighten me or something when it comes to this couponing stuff because I don't do anything with coupons. Tell me something.

**LAUREN:** Well okay, there are two things that a lot of people say it's too hard to save money or it's too hard to get out of debt and the one thing that I always say to people is that, *when the pain of staying in debt is greater than the pain of changing your spending habits then, you will change*. Until then, it won't happen.

**LESLIE:** Got you.

**LAUREN:** But, for saving money, I think that you have to look at your money kind of as your value system. So, where you are putting your money is pretty much where you are putting your values. So, if you're spending \$200 on an iPhone but,



you can't provide groceries for your family, then there's a little bit of a value shift that you have to make.

So, it's **all about mind set**. I feel like when it comes to money, be intentional with where you're spending it. Make sure that it's working for you.

That's just what I recommend. Start looking at where you're spending and trim down some of the areas where you think you don't need to be and then, put those towards either getting out of debt or building finances back into your business or something like that.

## How to Land Press

**LESLIE:** All right and if you want to hear more about that and learn more about that, you go to [www.iamthatlady.com](http://www.iamthatlady.com). She deals with all that information there. I'm sure you can find tons of value where that's concerned.

All right, let's switch gears now and let's talk about the good stuff. I have a [Biology blog](#) and my Biology blog is the biggest blog that I have. One of the things that I want to do for expanding it is landing press. So, I need to go about it in a strategic way or I want to go about it in a strategic way. There are many other people in my audience that are in similar positions where that's concerned and they want to know how to do it.

So, let's start from the beginning. Where do we start?

### #1: Make Your First Contact: Twitter

**LAUREN:** Well, it depends a lot on where you want to go. I think the best place to start is Twitter because most reporters of any newspaper, I do newspaper, radio, and TV. I write in two different... I write in a magazine publication and a newspaper publication and every person that I communicate with, almost everyone I found on Twitter first.

**LESLIE:** Okay.

**LAUREN:** So, that's a great place to find the shows that are dealing with the same target audience that you are trying to reach, find the people that are interested in promoting you, and create a good story for them.

**LESLIE:** Okay so, how you do go about finding those people? Is it, you're searching for news sites that deal with the topic that you are blogging about? How are you doing that?

**LAUREN:** Well, actually, a lot of the websites of news, everybody has their Twitter icon like if you go to most radio stations, they twitter about you and you can just go and try and follow them but, most news stations actually have a list of their anchors and the reporters with their personal news Twitter handles.

So, I would go to the website of the place where you are trying to find a person and then, you're going to try and find them on Twitter, find their twitter, their bio or something like that and search out that way.

**LESLIE:** Okay so, in that process, am I looking for more local stations in the beginning or am I trying to, am I going to look for Good Morning America? What do you recommend in terms of that starting point?

**LAUREN:** Definitely local, staying local first.

## Pitch Your Idea!

**LAUREN:** You want to make sure, like it depends on where you live like, we have, in my area, we have a day time TV show which is the one that I help co-host and that focuses on community. It's all about community and community events.

So, if you're interested in getting on, like a lot of different stations have these types of programs where they're kind of like an old *Regis and Kelly* kind of feel, and so, I would recommend those one that are looking for community-based events.



It might be a good idea if you're looking to get your Biology blog, let's say, in the media that you can establish an event for maybe kids in the community to come out and check out what you have to offer and then, pitch that to the station about an event in the area which is a good way to just getting in and get them to talk about your blog.

**LESLIE:** Got it. I love that. Okay so, for example, I just did a search for TV stations in my area and I find WNDU, WSBT, I can go to their websites, I can look at the people that work there, the anchors, and follow them on Twitter and that's my first point of contact.

**LAUREN:** Right. And, a lot of, I think it's important, you want to be looking for a reporter, not the person that runs the news desk. So, you want to be looking for a reporter. A lot of people



don't know that these are at least how the reporters work in my field. They get into work at 9AM. They have a meeting at 930 where they have to pitch an idea to the news editor. They have to okay it. They have to go out and film and write the story to get it ready for the five o'clock news.

**LESLIE:** Oh wow!

**LAUREN:** So, they are under a huge time crunch to find good stories so, everybody is looking for stories. You just need to provide them with the ones that will serve their audience.

**LESLIE:** That sounds pretty intense. So, they get into work early in the morning. They pitch an idea and then, they have to film. They have to do all these stuff and then, have it ready for that day.

**LAUREN:** Exactly.

**LESLIE:** Wow.

**LAUREN:** And, the only other time that they don't have to do that is when it's called a "sweeps time" which happens four times a year, which is when their station gets ratings. When their station has ratings, that's the time when they hold their best stories. Or hide their cards until the sweeps time.

So, they plan a little bit more ahead of time for those four times every year but yes, you want to pitch your idea to a reporter and if they like it, they'll act on it pretty quickly usually.

## **Approaching the Media People**

**LESLIE:** Got it. Okay, so I'm following these reporters on Twitter. How do I approach them? Am I just tweeting at them and say, "Hey, I have this great project that I'm working on. What do I do in terms of that initial contact?"

**LAUREN:** I would first just email them and say, "Hey, I have a story idea for you, can I get your email? Can you DM me your email?" That's what I will do and then, they send me their email address and then, I would email them a pitch letter that I have.

**LESLIE:** Okay so, you're messaging them on Twitter and telling them you have a story, if they can DM you their email address.

**LAUREN:** Right.

**LESLIE:** Do they get tons of people doing that and do they generally respond to all those people or is that something that's unique?

**LAUREN:** Well, it depends on how big the news station is that you're talking to. Mine, I live in a medium-sized. There are different level markets and mine's a mid-level market. So, they do definitely get news tips a lot but, they have people that go through those news tips all the time.

**LESLIE:** Got you.

**LAUREN:** So, I definitely think I've never gotten turned away from that. When I went on WNBC in New York City, that's a whole different ball game because the New York City Stations are probably the number two viewed shows in the country. So, that's a little different.

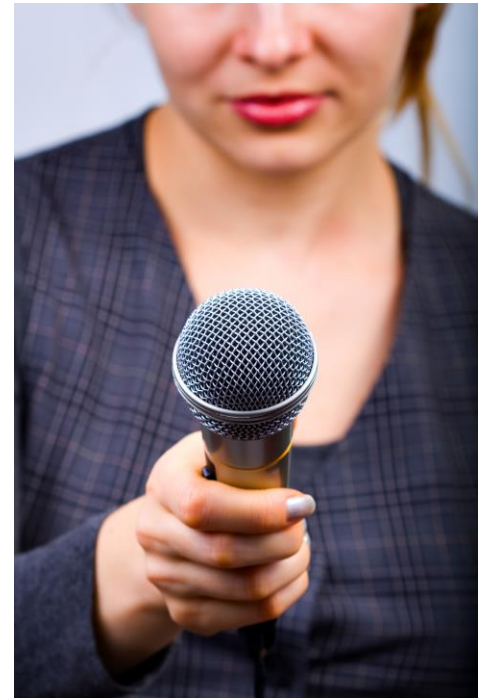
**LESLIE:** Now, am I just going at any reporter or do I want to do some research on the reporters to see what types of things they generally cover.

**LAUREN:** I think you should do some research on what things, sometimes, certain reporters deal with more financial stuff. Sometimes, they're just field reporters. Sometimes, they deal with sports. So, definitely, pitch yourself.

But, if you can even get a word in from somebody like a sports reporter and just ask them, "Hey can you forward this on to so and so, who deals with money." At the very beginning, making the first contact is really, really key.

**LESLIE:** Got you.

**LAUREN:** Yes.



## Making Your Story Sound Relevant

**LESLIE:** I'm seeing something here that has to happen for me which is somewhat of a mindset shift because when I look at reporters, I think that they get so many stories. They don't really want people to contact them because they have their ways of finding the good stories.

But, the mindset shift that I am seeing right now is that these reporters are **looking for stories**, actively looking for stories, and if you have one that is relevant to what they are trying to do is relevant to especially in those smaller stations, their local community, chances are you can get a response.

**LAUREN:** Yes, exactly. And, they are always looking for relevant stuff. So, one thing that I am constantly doing is going to the big news websites and trying to find something that is a big news for the day like, let's say, because I'm dealing with saving money, let's say, I go to Fox News and there's a big story about the price of grown beef rising.

I know that's going to affect people in the grocery store, so what I'll do is I'll tweet out to the anchors that I work with now and say, "Hey, you want me to come in and talk about this and how it's going to affect your viewers," and then, they'll have me come on.

So, I look around to what's going on now so, with your Biology blog, if something came up that you could speak on as a professional, then you could tweet them and say, "Hey, I'm an expert in this topic," and I could be able to come in and talk about it to give, and that helps the station to get more credibility as well if they have an expert speaking on it instead of just a news anchor.



**LESLIE:** I like that because you're looking for what's relevant right now as opposed to just thinking about what value you have to offer. You're now thinking about what value you have to offer in the context of what is significant that's **happening right now**. And, since they are looking for content, and if there is something big that's happening right now that you can address, the chances are going to be higher that they'll respond favourably.

**LAUREN:** Exactly.

**LESLIE:** Awesome. Okay so, I go to the local website. I find some reporters. I follow them. I try to use this where I look to see what's the big things that are being talked about right now, and if I have something to add to that, I pitch it to them, or I ask them for the email address so that, I can pitch it to them.

There is something you mentioned there that I didn't get to but, I think it's a great idea. You said, "You can establish an event in the community and pitch that event to the station."

**LAUREN:** Correct. And, that's how I got my first spot is because a local event was pitched and they wanted to come and do a story about it.

So, if you have an event going on that you want to share with the community, that is giving back to the community, that is a great way to get yourself even in to the database, because they have a database that if they are looking for money-saving story, I'm their number one in their database so, I always get called.

You want to at least just get yourself into their database so that, you're on their list of people to call if a relevant story comes up.

**LESLIE:** Is it the kind of thing that once you start to get in, it's easier then to get in even more?

**LAUREN:** Yes, exactly. That's how it got started with me. I got my first little foot in on that local daytime show which was in a community and then, I started getting calls for morning news, and evening news, and radio and all different kinds of things. And then, now, I'm co-hosting. It just kind of all snowballed but, I really focused on **developing relationships with the people**, too.

So now, they are friends of mine.

## **Don't Forget: Develop Relationships along the Way**

**LESLIE:** Focus on developing relationships.

Okay, let's talk about that a little bit because I think that is so important in every aspect of our business whether it's online or offline.

What are some of the things that you're doing to develop those relationships with those key individuals within the context of the media?

**LAUREN:** I'm always looking for what kind of things are going to help their viewers instead of what they are going to help me. So, I'm always looking for ways that I can incorporate my

business into that but, also little things like when you tell them you're going to be a certain place, show up on time, dress, act professional and they'll treat you like a professional. So, those are some key things that have helped me.

But, really just, I think a lot of times, reporters get this wrap of... because they are in the media all the time but, they are just real people and they just want to be treated like real people so, I always just get to know them like, "Are they married? Do they have kids?" Just talk to them and develop a relationship with them that way and then, it helps me with getting calls in the future.

**LESLIE:** So, what you're saying is this thing is kind of like real life.

**LAUREN:** Yes.

**LESLIE:** That's awesome. And, that goes for blogging. That goes for media. It goes for press. It goes for all these different aspects of life. And, your job, it's the same thing. Get to know people. Develop those relationships. It's not that you're only developing those relationships because you think you can gain from it, but you're developing relationships because that **enhances your quality of life.**

**LAUREN:** Exactly.

**LESLIE:** Awesome. Okay so, we start Twitter. We're thinking about events that are happening, that are newsworthy and how we can fit in to that context. What else do we need to be thinking about?

## **#2: Create a Pitch Letter**

**LAUREN:** You need to be thinking about creating a pitch letter for when they email you back. This is like step two. You have your contact. You've gotten their email and you're going to pitch a story to them.

So, what you want to do is create a pitch letter. I am against these forum pitch letters that people do. I could give you examples of like, say this, say that, say this, say that but, I think that you need to **genuinely write a letter** to them about what you offer them not what they can do for you but, what you can offer them.

And so, I would write a pitch letter. So, let's say, my first time getting to the media was about that coupon seminar that I was doing. I would say, "Hey, I am teaching this free coupon seminar in the area to help support money for X, Y, and Z, and I would love to bring it to your

audience. I would love to get promotion for it. Do you think that this would be something that would fit for you?”

Then, add a little bit about you, about your blog. I blog at lamthatlady.com, a little bit about your Social Media followers. So, I'll put like I have 30,000 Facebook fans, yatty-yatty so that, they know that I have a relevance to drive traffic to them, as well. That's key because my target audience is women between 25 and 45 and that's actually the target audience of most companies because those are the people who usually make the most purchases.

I always bring it to, like, “Hey, I have so many people read my blog and I always tell them about coming to watch your show.” So, they usually have pretty good ratings when I'm on, too. So, you can do it that way.

Definitely, figure out how to craft a pitch letter. I'm sure there's thousands of pitch letters online that you can Google and see what kind of pitch letters to do but, always address them by name. Be personable. Be you. Be confident that you have something to offer them, and then, always leave it with, “Can I follow it up with you in a few days?” Or, “I'll follow up with you in five days.” That way, you have another in to email them back again.

## **Pitch Letter vs. Press Release**

**LESLIE:** Okay, what's the difference between a pitch letter and a press release?

**LAUREN:** Okay, so a press release typically goes to print like in the newspaper. Those are really informal. They're just like a form that you fill out. To me, they're a pretty informal. Pitch letter to me, means that I'm personally seeking you out. I'm going to personalize it and a lot of times, those are for more like TV kind of thing. That's a good question though.

**LESLIE:** Okay so, create a pitch letter. In the pitch letter, you want to be personable. You want to be informative about what you're going to be doing. Be confident that you have something of value. Address them by name and let them know a little bit about you and your blog, your Social Media followers, and all that stuff, and leave that opening so that, you can potentially follow up with them in a few days.

**LAUREN:** Right.

**LESLIE:** So, step one. We're connecting with them on Twitter. We're asking them if we can pitch them an idea. Step two, we have this pitch letter that we are going to be sending to them if they agree to it, and then, what? Where do we go from there?



### #3: Be ahead of the game.

**LAUREN:** Well, now, we hopefully got a segment or a little piece of on air time so, once you connect with the reporter, you want to make sure, these are the questions I always ask them, I always ask them how do you plan to identify me on air because that's key, because a lot of times, you think that they are going to say your website name on air, which is always my goal but, they will not usually do that.

**LESLIE:** Okay.

**LAUREN:** So, you need to make sure that you're ahead of the game and say how do you plan to identify me on air? And then, if they say... Usually, they're like, "Well, I don't know, how do you want me to?" So then, I can say, "Lauren, blogger at iamthatlady.com or Frugal Living Expert at iamthatlady.com."

So, that's key. And also, asking them, there's this thing called the lower third which is what you see at the bottom of the TV screen that has your name... you know how you see that on the bottom?

**LESLIE:** Uh-huh.

**LAUREN:** I'll always ask them what they're going to put in that lower third and say, "Can I suggest to you that you put Lauren from iamthatlady.com," so that they know... You know, put your foot out there and tell them what you want. You're going to be donating your time every... Time is money especially in blogging, you're taking yourself away from your blog. So, make sure that you are forward with that kind of information so that, they put the right information down.

**LESLIE:** You know why this to me is very significant? Because usually, when you hear that, somebody approaches you for example, and say, "I want you to be on TV for such and such." You're going to get so excited. You're not thinking about all these things. You're just thinking, "Oh, I get to be on TV! My mommy is going to see me," and all that kind of stuff and be all excited, and you don't think about these things and they easily get overlooked.

**LAUREN:** They very, very easily get overlooked and I even overlooked it. I did a segment three months ago during Christmas time and I have been working with these reporter for two years and she always puts my website name down, always says it on air. That's one of my recommendations that I tell them that not only do they have to put it in the lower third but, they have to say it on air because people look and are just listening like at the gym or whatever,

and she... I just didn't say anything this time. I just totally was like, "Oh, you know, she'll do it." And, she didn't. She didn't say anything. My website was nowhere in the segment.

I was like, "How did she do that?" It was because I forgot to remind her.

**LESLIE:** Now, when are you asking these questions? Is it after they say, "Hey, we'd like to have you on?" Do you say that immediately or is it when you go to do the show? When do you recommend?

**LAUREN:** I would recommend doing it so, you've contacted them. You've set up a time to do an interview in that communication, I would, as the last communication, I would say, "I just want to make sure we have this all planned out. How do you plan to identify me on air and what are you going to plan on putting in that lower third so that, I know ahead of time."

But, also to back track just a bit, when you are talking back to them, when they've emailed you and you've made that connection, and you talk to them about a time to get set up, I want you to start thinking about talking points for your segment.

What that is, is just a list of maybe four to five topics that you're going to be talking about during your segment or your story and this helps the reporter. A lot of times, they have no idea what you do and what you're talking about. This helps the reporter to structure their segment in a way that you are leading it. So, that means they're not going to talk about something that you're not knowledgeable in.

So, for instance, I helped a photographer get on one of our local shows here and they were all about talking to him about... He's a headshot photographer so, he does business headshots. But, for some reason, this TV show wanted him to talk about doing headshots for resumes. That's all they were interested in.

So, I said, "Nope. You email them your five or six talking points for that segment and they will stick to those." And, they did because he took control of that segment. So, when you're looking at what you're going to talk about with them, definitely, I recommend sending over a few talking points so that, they have some structure to know how to put the segments together and that helps them but, also, you're controlling the content.

**LESLIE:** Got it. Love it. That is extremely important because you want it to have the result that you're looking for. You don't want it to just be left up to chance. "Well, hopefully they're going to mention my website. Hopefully, they're going to ask me about something that I know."

You want to make sure that they are going to do that. This is helping them to do that.

**LAUREN:** Exactly.

**LESLIE:** And, it's saving them time!

**LAUREN:** It is! It's saving them time and it's helping them, and you come across as confident when you take control of that, as well. And, there's a way to do it so that, you don't look like bossy or controlling. It's just, this is what I do and these are the things that I would like to talk about and that's going to help them with their segment so, they don't have to do a ton of research.

**LESLIE:** Got you. I'm taking so many notes, you have no idea. They don't have to do a ton of research. That is so important. Because like you said, they are on a time crunch so, they need to get these things in and out and then, move on to the next story.

**LAUREN:** Exactly.

**LESLIE:** So, if you can help make it easier for them, I'm sure they'll be very open to that.

**LAUREN:** And then, they'll make it so they'll want to call you back, too.

**LESLIE:** I like it!

**LAUREN:** Because that's key for me. They always know that if they come to me, I'm going to be prepared. I'm going to have talking points. They're going to have to do little research and I'm good on the camera, which we should talk about, like what to wear and where to face, and all that stuff, too.

So, definitely, if the easier you are to work with, the more helpful you are to them to getting it done in a fast and efficient time, the more they will call you back.

**LESLIE:** I love it. This is so much value!

**LAUREN:** Yes.

**LESLIE:** Thank you again, and I'm going to thank you again in the end and probably a few times in between. But, let's move on. Were those all the things that you want to ask them?

**LAUREN:** Yes, I think those are the key topics. You want to just make sure that you have control over how you are portrayed.

## What to Wear on TV

**LESLIE:** What to wear. Give us some fashion tips. Let's go.

**LAUREN:** Fashion tips. When you're going on air, you want to wear bold and bright solid colors .

**LESLIE:** Okay, why?

**LAUREN:** Because a lot of stations are in HD and so, those are what look the best. But, also because of the way the cameras are. If you're wearing a lot of plaid or different types of patterns, it can look dizzy. It can make the viewer dizzy. So, I always recommend, black is nice but, it's boring on air. I always try and go for a yellow or a teal.



**LESLIE:** My favorite color to wear.

**LAUREN:** Yay! So, bright, bold colors are important and dress for the part.

**LESLIE:** Okay.

**LAUREN:** If I have an interview in a grocery store, I'm going to dress a lot different than if I have an interview at the news desk.

**LESLIE:** Okay.

**LAUREN:** So, you want to make sure that you're dressing the part of where you're going to be.

**LESLIE:** Got you.

**LAUREN:** For women, don't wear a lot of dangly, noisy jewellery, especially, I love like big necklaces but, try not to wear those if you can because that's where they're going to put your mic. Also, think about women too is that your mic stand has to clip to something. So, if you wear a dress, a lot of times, they will have you go hide somewhere and try and put the mic up your dress.

So, if you feel uncomfortable with that then, you might want to go with pants and a shirt so that, you have somewhere to clip the mic.

**LESLIE:** See, that's something that people probably wouldn't think about. I have this nice dress and I want to wear it on air. It's nice and bright and yellow. It's going to look good on me but then, I got to take this thing and put it on... It's inconvenient. I like that. Okay, sweet.

**LAUREN:** Right so, just practical tips like, some guy you don't know trying to fish a wire up the back of your dress then, maybe wear some pants.

**LESLIE:** That is very important, not so much for me but, for a lot of people that are listening to this right now. So, good stuff. Anything else in wearing?

**LAUREN:** I think--

**LESLIE:** Give us a guy tip. Man, come on. Don't leave the guys out.

**LAUREN:** I think that on air, I love when guys wear bright colors with a blazer over it. I wouldn't so much go for the tie because the tie is what the anchor or host is going to be wearing. You want to set yourself apart from that a little bit. So, I will go dress down one step from that so, maybe a polo shirt with a blazer over it. Try and stay away from jeans just to look more professional. But also, you don't have to worry about the whole dress thing but, a lot of times, it depends on what kind of station you're at, people might put make up on you, so just be prepared for that.

At my station, they put the guys, they just give them a powder over their face just for shine. So, you might have to wear some makeup.

**LESLIE:** It's all good. I'm trying to do my video thing at home. I asked my wife if she could put makeup on me so my face doesn't look as shiny. She just straight up laughed at me. And, I was like, "Okay, never mind. I'll just go put some powder on." But anyhow, I'm cool with it. If I'm going on TV, I could put on a little make up. I can sacrifice for a little while just to make it look good.

**LAUREN:** Good.

**LESLIE:** Sweet. So, that's what to wear. Anything else on what to wear?

**LAUREN:** Nope. I think that about covers that part.

## How to Look at the Camera

**LESLIE:** Okay, we got to look at the camera. How do we do that? Do I stare at the camera? Do I try to play hard to get and look away from the camera? What do I do?

**LAUREN:** You're going to look away from the camera as much as possible. So, it depends on what kind of show you're on.

Let's say you're doing a segment on the evening news and you're sitting at the news desk with the reporters, they're going to want to talk to you as much as possible but, every once in a while, I will look at the camera. You know when the camera is

on because there's a light above it that shines on so, you know which ones they're using because there's like four cameras usually, three or four cameras in front of you and they switch. So, you know which one is on but, I always just try and be really casual with the host and talk more to them and then, every once in a while, if I'm trying to make a point to the reader, I will look at the camera.

So, I'm talking directly to the person that is watching like, let's say, I'm doing a story about, like I said, saving money on meat. I will, at the end of the story, just say, there are some great ways for consumers and then I will look at the camera because I'm like talking to them.

**LESLIE:** Talking to them as opposed to talking to the host.

**LAUREN:** Right, exactly.

**LESLIE:** Got it. Anything else with looking at the camera?

**LAUREN:** I just think you want to be as casual as possible. Don't try and stare at yourself because then, you look like you're looking off the camera, if that makes sense. It's always so awkward when you're trying to look at the camera but, you're looking at the wrong one, and then, you think you're looking at the right one so, just try to just look at the host as much as you can and let them lead you so that, you don't look awkward. But, definitely, stand up. Make sure that you have the right posture and keep your shoulders back and try and just stay not





square with the host. You want to just kind of be halfway between the host and the camera, the way your body is tilted so that, you're engaging with the viewer and the host.

**LESLIE:** Got you. All right, sweet. I love it.

## Getting Organized and Keeping Track of Things

**LESLIE:** All right, so you said in the beginning that you are very strategic about how you go about getting press these days, and you've outlined a lot of strategy here. How do I keep track of this? There are so many different elements. Are there things that I should be doing to be more organized in my pursuit of press?

**LAUREN:** I think you could just even open something as simple as a Google doc and just make sure that you write down when you pitch everybody and what their response was, but it's also pretty strategic too not just when I pitch people but, what kind of press I'm pitching.

A lot of times, if I'm looking for traffic to an event, I will actually go more to radio than I will to TV because that just seems to have a better engagement. For me, I'm always looking at what time to pitch them, what actual kind of media to pitch and what the expected outcome will be.

But, I will just recommend sitting down and saying what kind of topic you want to pitch and finding the people in your area that you should go talk to. I actually have a spreadsheet with all my media contacts and their Twitter handles and I'm always tweeting with them even if I'm not trying to do a segment with them. I'm always on Twitter tweeting with them.

They're, besides my readers, the media is like my number two people who I communicate with on Twitter just for fun.

**LESLIE:** Got it.

**LAUREN:** So, engaging them that way so that a lot of them are following me now. That's key that they know what I'm doing. I would definitely recommend setting up some sort of spreadsheet that you can just keep track of everybody. If they say, "This will be a great story in September, can you email me back then?" Then, I will do and write that in a spreadsheet.

**LESLIE:** Love it, love it, love it. There's just so much value here. I don't even know if there's anything else we need to cover. Is there anything else that you think that someone is trying to get into all of these that they should be keeping in mind, that they should be doing whether it's on a regular basis or from time to time?

## Media Guarantees More Clout in your Area

**LAUREN:** Actually, there's one other thing that I think is really, really important for people that are looking to get in to the media and I think I found this out the hard way that media doesn't always guarantee traffic to your blog. It guarantees that you will have more, I want to say, "clout" in your area, more expertise in your topic but, it doesn't always directly equate to page views on your blog.

And so, when I'm looking at media, I know that I'm not going on the media to get page views, really. I'm going on there because it shows that I'm relevant. It shows that I'm an expert in my topic and that automatically sets me above everybody else.

So, it's key for that, that it doesn't always equate... I don't want people to... To get on air is huge and to continue to be on air is huge but, also just people know that you're not always going to see the page views immediately that you... It kind of trickles in over time, I want to say.

**LESLIE:** Got it. So, media is great for exposure. Clout is great for establishing yourself, or helping to establish yourself as an authority. It doesn't necessarily translate directly into page views but, it does have a significant value proposition.

**LAUREN:** Oh, definitely it does. Then, you can put things on your sidebar of your blog, "As seen on this, as seen on this," and when other media opportunities are coming to find you, they're going to look for that.

**LESLIE:** Got you. So, if I'm a reporter and I come to your site at [iamthatlady.com](http://iamthatlady.com) and I see all those logos in terms of what you have been seen on, that will make me more likely to respond favourably.

**LAUREN:** Exactly. And it has some sort of media page set up so that, they know what things you've done in the past. So, you can go to [iamthatlady.com/media](http://iamthatlady.com/media) and see that I have a whole page dedicated to all of the press that I've gotten in.

And, I have that, at the very, very top of my site, so my readers don't necessarily see it very often but, for a press that come to your site, they need to find a place to contact you and know

As seen on.....



what you've done or what you hope to do. Or, maybe if you don't have any media exposure yet, one of your videos that you've made.

**LESLIE:** Got you.

**LAUREN:** Something that can get them to see you on camera.

**LESLIE:** Got you. So, I can set up a media page even though I haven't been in the media but, I have been on social media doing videos, especially if you have something that's a good representation of what you do.

**LAUREN:** Exactly. I think you can create a beautiful media page even if you've never been in the media yet just so that, they can see you and how you relate to the camera and that you have good energy. Definitely, you set something like that up and so, when I have all those little graphics on my sidebar of where I have been featured, if you click on it, it goes right to a media page so that, they can see my videos and things that I have done, and I think that makes you a lot more attractive to somebody else that wants to have you come on their show.

**LESLIE:** I think so too. I look at your page right now and I think to myself, "This girl is serious! She knows her stuff. Everybody has her on their shows. So, I believe what she has to say."

**LAUREN:** Right.

**LESLIE:** Awesome. Man, so much value. What's next for you?  
What are you working on?

## Upcoming Stuff from IamThatLady.com

**LAUREN:** Well, I actually have a book that's coming out.

**LESLIE:** Oh, book! I like it.

**LAUREN:** Yes, thank you! It's called "Insufficient Funds." It's my journey of getting out of debt and how other people can do the same thing.

**LESLIE:** And, when is that book supposed to be coming out?

**LAUREN:** In April.

**LESLIE:** In April, and that's talking about your journey about



getting out of debt?

**LAUREN:** Right.

**LESLIE:** Awesome.

**LAUREN:** How we got out of over \$40,000 worth of debt in four years and how... It's our story combined and weaved in with How-to's. So, it's got some stuff on how you can do it and also how we did it.

**LESLIE:** Love it. Love it. Lauren, thank you so much. I got a lot of value from this. I have a lot of action steps. I'm actually going to make a take action sheet from this so that, people can download and this is going to be... what episode is this? 147, so if you come out to [Becomeablogger.com/episode147](http://Becomeablogger.com/episode147), you can come directly to this interview and download that.

So, Lauren thank you so much for joining me on the show.

If you want to check out what she's doing, you can head on over to iamthatlady.com and stay tuned for that book, "Insufficient Funds." I think that's going to be a good one. So, check her out and of course, if you are enjoying this podcast, I invite you to leave a review on iTunes. Just head on over there. It helps with exposure, and credibility. People say, "Hey, this person like it. Maybe, I'll like it, too."

And if you're trying to get a blog started where you can Create Content, Inspire Others and even Change the world, head on over to my Free blogging course at [www.freebloggingvideos.com](http://www.freebloggingvideos.com), where you get to follow one step at a time, you watch my screen as I show you HOW to set up your blog and how to get it going, how to create content so that, you can inspire others and change the world while turning it into an online business. So, building your business.

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