



Beyond Influence™

Interviews as a Marketing Strategy

You're a writer, researcher, journalist

Trade association magazines or highly targeted industry publications

Thought leaders do original research

For prospecting purposes, this is priceless

- You access high level Buyers it would take you months to reach (if ever!)
- You establish yourself as an expert and a peer
- You have a good reason for a series of follow-up relationship building opportunities

Here's how:

Title of article must be embedded compliment

Ex: How smart leaders at top companies profit from breakthrough ideas (innovation)

Ex: How top producers at leading firms create referrals for life

Ask 3-5 questions

- Biggest factor in your success?
- Obstacles and challenges you're still working on?
- Best advice you've gotten from someone on this topic?
- In your opinion, secret sauce that many miss?
- The key practice or tactic you keep coming back to?
- Crystal ball: What does YOUR next level of success look like in this arena?

Do these by phone or email *whichever they prefer* (phone is better for rapport)

Map out approach and all follow up touches over the next 90 days:

Interview – thank you email - thank you card - send finished piece - send link to blog - offer to stop by and drop off signed copy of your book - send different article - invite them to seminar - send note "another idea for you" – Call and say, "I was thinking about your situation" and ask if they would value a conversation about how you might help.

- 3 per week = 12 per month. In 90 days you'd have 36 top prospects who know your name, will take your call and who might even look forward to hearing from you!!

- - John Ramstead