

Published based on [Get Free Publicity by Being an Expert Source](#)

Get Free Publicity by Being an Expert Source

A great way to get repeated free publicity from the same media outlet is to become an expert source. An expert source is the go-to person that a journalist calls whenever they are doing on a story related to a certain topic

To get started, establish a relationship with a local journalist who does stories in your area of expertise. If you're in the natural health field, for example, contact the health writer. Think of some possible ideas that might make good stories for them.

Next, create a list of local experts who can address the topic. You might want to contact these experts to be sure they want the publicity. Be sure to include your own name and contact info on the list if you are an expert on any of the topics.

The ideas you pitch to the journalist must have a news angle. They should not be a thinly disguised sale pitch for natural health. You can get lots of ideas from trade publications, that is, magazines that are written for the professionals in your field. Watch out for stories about trends, new products and such. Think of ways in which they could have a local hook.

Next, call or email the journalist who covers health. If you call, introduce yourself briefly. Very briefly. Journalists are usually on deadline. Tell him or her that you would like to send some possible story ideas from time to time on natural health, with a list of local experts who will speak to these issues. Then get off the phone and send your story pitches.

Or, simply email your list of story ideas. Introduce yourself and mention your credentials in the beginning of the email. Indicate that you will send ideas from time to time. You can usually get the email address of a journalist by calling the main phone number of the media outlet.

If the journalist likes any of your ideas, you've helped them in two ways. You've given them a great idea. Second, you've saved them a lot of time doing research because you've provided a list of experts to contact.

When the reporter does the story, a couple of things might happen. You can be one of the experts who gets some free publicity in the story, or you might not. Either way, you win.

In the first scenario, get get some free publicity.

In the second, you've at least established the beginning of what could be a long-term publicity ride. The journalist now knows who to call to find out who some of the experts are for certain stories. Your help will be remembered because journalists are always on deadline and are short on time.

If you are continually helpful, eventually, you will be one of the experts who gets quoted in some of the stories. Plus you have an open door to pitch stories that might feature only you.

Danek S. Kaus is Silicon Valley-based business journalist and publicist. He is the author of "You Can Be Famous! Insider Secrets to Getting Free Publicity. You can [Learn More Publicity Secrets](#) at his site. Want to share your expertise on radio talk shows? [Click Here](#)

You can also find this article published on [Get Free Publicity by Being an Expert Source](#), and on the tag pages [Advertising](#), [Free Publicity](#), [get free publicity](#), [home business](#), [how to get free publiciy](#), [low-cost marketing](#), [marketing](#), [pr](#), [public relations](#), [Publicity](#), [small business](#).