

How To Get Featured In Mainstream Media With Special Guest Josh Elledge

By: Ilana Wechsler

Build and Grow Your Brand for your Authority

- People often believe that getting in front of a huge crowd or audience as a way of lead generation. But Josh suggested that it is important to build and grow your personal and your business' brand. If you're able to do this, building authority is just easier.
- Being on Facebook doesn't do you anything, since anyone could be on Facebook and could work with an influencer. Though it's a good avenue to get immediate sales.
- It's okay to get immediate sales while working and building on your authority. Because your authority is going to make your sales funnel actually work so much better.

Audience Selection: How do you know where to go? How do you know who to serve?

- The idea here is that you want to go where your audience is already pre congregated. Somebody's already done the work for you. They've already pulled together, as long as you know who your audience is. That's an important concept to know. Because, you don't want to waste your time talking to an audience that could care less about what you have to say.

Audience Indicators

- **Indicators of Success** - Consumers have become more guarded more protected, more protective of themselves than ever before. So when they see or feel something that looks like an ad, they become protective of themselves. And people will check if you're successful of what you are doing or you're just new to the scene.
- **Social Proof** - People mostly make their decision base on a brand or person's follower count and type of engagement they have going on with their followers. It may sound superficial but letting people know that you were associated with another big brand actually helps your social proof.

Headshots are your Calling Card

- Josh suggested to hire a professional photographer and have your professional headshot. Because people, despite of your great products and services base their judgement on your face. And your professional headshot will lead a great representation of yourself. He also recommends to get a professional headshot every 2 years.

Your Social Media Profiles Matter

- You are getting judged off by your social media profile. Make sure you make your social media profiles like LinkedIn, for example, the best representation of yourself because people will check on it and if you'll be able to help them with their problems (if you're offering products/services).