



Published & Paid Social Proof

To get published & paid, editors are going to look for specific social proof.

Good content on your website, social media pages, and to your email list that shows you are an expert on a clearly understood topic.

To get published in large publications, you have to show that you're an expert on your topic, and you'll need some writer social proof.

Publications are especially looking for established experts in a topic. They're looking at your published content — not features, mentions, or interviews.

If you say you're a digital marketing expert but your foundation is mixed with a bunch of other topics, you won't be seen as a digital marketing expert.

If your writing samples are all over the place, you'll have a hard time establishing expertise. Remember, they're not going to get on a call with you.

The good news is there are a lot of small to midsize publications you can get published on — even if you haven't been published anywhere else.

The large publications space is not like the online business space. If you don't have writer's social proof, you'll have a very hard time becoming a contributor and getting published in paid publications.

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