



Six major publications (Entrepreneur, Inc. Magazine, Forbes, Business Insider, Fast Company, and SUCCESS Magazine) get over five-hundred million unique monthly visitors.

When you add in the major personal development publications, that number is well over a billion monthly visitors.

On a large publication, you'll find staff (editors, staff writers) and "contributors."

The staff of a publication gets a paycheck and has a vested interest in putting out great content that helps a publication get more page views. An increase in page views leads to more ad revenue for the publication.

Contributors, however, don't work for a publication. They are entrepreneurs that contribute content to a publication as a way to build their business. Most large publication content comes from contributors — not staff.

For a large publication, it's a great way to get content without having to pay an employee.

You can pitch staff (editors, staff writers) at a publication. Since they have a vested interest, they're always receptive to good angles on a possible feature that has clear takeaways for their readers.

However, the staff of a publication gets pitched thousands of times a day. It's very hard to break through that noise. To get featured, and do it quicker, your best bet is to pitch a contributor.

Contributors produce most of the content and you can reach a contributor quickly. However, a contributor's main purpose for creating content for large publications is to help build their business.

They don't have the same vested interest as someone on staff. For this reason, most people approach contributors in a way that's not relevant or appealing to them.

A "good story" or the fact that you're a rock star isn't what appeals to a contributor. They ignore those pitches because they don't see a mutual benefit if they feature you.

Remember, their goal is to use publications for lead generation and to build their business -- not just create random content.

As a contributor to over 80 large publications, I get approached every single day by people, organizations, and PR services that want me to feature them or their clients.

Their approach is, "I see you wrote this article about a certain topic. I want to let you know I (or my client) can be a resource or I can help you with a follow-up article."

That approach doesn't ever work for a contributor because our main goal is to build our business. A feature of someone else doesn't help that goal. If we wrote an article about a certain topic, it was for a purpose.

A "follow-up piece or another resource" is not the best approach for most contributors. If you want to get featured, you have to approach a contributor in a way in which they can see benefits.

BUT, you can't offer to pay for links, mentions, or features. That is ILLEGAL and a publication will blacklist the contributor (and person that paid) if they find out.

Most contributors won't risk the multiple six-figure opportunities that large publications provide for the chance to get a quick couple of bucks. You can't pay and a great story or angle is not going to get a contributor's attention. So...

A stronger approach would be to offer some value they understand.

You can offer to:

Promote the featured article to X number of people on your networks.

If you have a decent following or an email list, you can offer more exposure for the article, and by extension, that contributor.

When a publication article does well, the contributor is given a better status with a publication and more opportunities to contribute. That helps them get more opportunities to grow their business -- they will be responsive to that offer.

For example,

Entrepreneur dot com has three types of contributors. "Writer", "Contributor", "VIP Contributor."

I'm a "VIP Contributor" at Entrepreneur. I've been writing articles there since 2013. To get from writer to VIP contributor, your articles need to crush it every time they're published.

You need some viral ones. The articles need exposure. When you offer the chance to give a contributor more reach for their articles, that helps them go up levels at a publication. This approach is appealing to contributors.

Offer to run ads to the featured article.

The same principle applies here. When you run ads, it gives more exposure to the article and contributor. A small investment in ads goes a long way.

This is ethical because you're not paying for the feature. You're offering a way for the article, contributor, AND the publication to get more exposure. Even publications love that.

Offer an in-depth look at something a contributor about.

If a contributor wrote about building funnels, offer a look into one of your successful funnels.

If they wrote about mindset challenges, offer them the opportunity to see content, studies, case studies from an expert (or from you) on mindset stuff. Give them what they might not have access to. Content and information you don't share publicly.

Pitch newbie contributors.

Seasoned contributors (like myself) create content based off of a content plan. We know what we're going to write about.

A newbie contributor probably doesn't have all that figured out yet. When you can offer ideas and angles that lead to several pieces of content for them, they're going to be willing to listen.

Find the contributors on large publications that only have one to three articles published. They're about to enter their contributorship journey and will be hungry for new good ideas. Offer them content by featuring you.

Show them a specific angle that falls in line with what they write about. Don't make this about you, your book, your course, or whatever. Neither staff nor contributors will care about any of that.

Make this about how featuring you around some specific angle leads to value for the publication's audience. Focus on the value, takeaways, and how your expertise fits.

Bottom Line

You can approach staff at a large publication with a solid story or angle for an article but a better approach is to pitch contributors to get featured.

Look for the "contributors" on any large publication that you want to be featured on. Look for newer contributors because they're still figuring out their content.

That's what the "Get Featured" companies and services do. They build relationships with contributors and they approach new contributors. You can do that on your own if you have the bandwidth to do some work.

When you approach contributors, lead with the value that would appeal to them. They're not interested in who you are or what you've done.

You can approach contributors and be featured on a large publication with these approaches.

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