

KNOWN **for Hospitality**

**Personal Branding for
Travel, Tourism, and Hospitality
Professionals.
Increase Your Fame,
Increase Your Visitors**

Michael Mallory

MalloryMedia.com

This publication is designed to provide accurate and authoritative information in regards to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional service. If legal advice or other expert assistance is required, the services of a competent professional person should be sought.

The author of this publication has made his best effort to provide accurate and up to date information, but is in no way responsible for any changes in information from the time of publication, or from any inaccuracies within the text.

This publication makes no guarantees or warranties of any kind regarding the success of the techniques provided within as the individual use of the information is critical to potential success. This publication is for informational purpose only and the author is clear of any and all liability relating to the information provided within. The author is not responsible for any damages or consequences resulting from the action or inaction taken by the user based on the information provided in this publication.

Alteration, reproduction or redistribution of this product in whole or in part without the express written permission of the author is forbidden and illegal. You do not have permission to share, sell, trade or distribute this publication in any way. This publication may be watermarked electronically.

By using this publication, the user agrees that they have read this disclaimer in full and accepts these terms in full.

© 2017 Mallory Media– All Rights Reserved

MalloryMedia.com

**A Publication of
Mallory Media**



MalloryMedia.com

MalloryMedia.com

Contents

Introduction	9
Who Is Your “Tribe”	13
Be Yourself	15
Tell Stories	17
Connect and Collaborate	19
Be Consistent	25
Your Home Base	27
Content Marketing	29
Writing	31
Write a Book	35
Audio & Video	39
Photos	41
Content Curation	43
Repurpose Your Content	45
Social Media	47

MalloryMedia.com

Start Your Own Group	59
Be a Guest	63
Podcasting	65
Public Speaking	69
Publicity	71
For Hospitality Business Owners	79
Area Fame	85
Special Events	87
For Those in Corporate Hospitality	89
Becoming An Authority	95
Conclusion	105
About the Author	107

“We are all known. And the way we’re perceived by those who know us—even those who encounter us briefly—affects our lives in tangible ways. Sadly, it doesn’t matter how fantastic you are if others’ perception of you is ... off. For this reason, understanding How to Fame—how to use the tools of this speedy millennium to advance your objectives—is no longer a “nice to have.” It’s a must-have, and whether your goal is to shape or promote your personal brand, get a job or a promotion, be smarter, or find a mate ... today, fame matters.

The point here is not to be famous. Being famous is a job best left to those who care about little else. This is about **being an authority** and **using your fame to achieve greatness**. It’s about getting what you want and what you deserve. And getting it right now.”

- Richard Laermer

“It is empowering to walk into a room full of strangers where everyone already knows who you are and they are excited about meeting you. Professional fame gives you that; in every room – every time. Fame separates you from the crowd – you become a celebrity in your field; it lets you live and work in a place of power.”

- Jay Jessup

Introduction

The first business I owned myself was a photography business. I started out as a travel photographer, attempting to sell “pretty pictures” at art shows, for people to take home and put on their walls. It was still the days of film, and the internet was just beginning.

Life took a few turns and I wasn’t making enough money from selling art, so I started photographing weddings. This paid the bills for many years, but never really made me happy.

I decided I wanted to be involved in the travel and tourism industry in some way, so I tried to position myself as a marketing person. I have learned many marketing techniques for small business and solo entrepreneurs while running my own business, as well as various PR and promotional techniques.

The problem was, I don’t really know all of the ins and outs of marketing a hospitality business, and the options seem to be changing practically weekly. I just can’t keep up, as an outsider.

What I do know, however, is how to get known in an industry. I have almost 20 years of experience in putting my name out there and creating a reputation. I can help you do the same.

Getting known is not the same as making a lot of money. It's very possible to be well known and barely getting by. It's sometimes called "starving artist" syndrome. This book is about getting well known in some aspect of travel, tourism or hospitality, but I cannot and will not guarantee that you will make any money just by being known.

The techniques in this book can be used to further an independent tourism business, or to get yourself on the news or mentioned in local press. They can also be used to promote your blog, or video channel. If you want visibility, this book can help.

I'm deliberately keeping the book shorter, so that you will read it. I have plenty of 300-page books that I struggle to get to the end of, even if I'm interested.

I love tourism because travel is an area where the most stories are possible. Stories are what will help you create your "tribe," whoever they are. You have to decide who you will want to be as your tribe, because you cannot be appealing to everyone.

I don't know if you want to make a full-time living being a blogger, vlogger, writer or photographer. It can be done, but you definitely need to get well known for that to happen. You might also own an independent tourism business of some kind, or even a DMO, and want to get known to attract more guests to your area and business. All of the ideas in this book will work for you, too. The last kind of person this book could help is someone looking to further his or her career in

corporate hospitality. While you will have to find more businesslike subjects, the concepts here can still help you.

Just like a politician, keep in mind that 1/3 of the people will love you, 1/3 will hate you, and 1/3 will not care or notice either way. If no one hates you, you are not well known yet.

Also, keep in mind that you may never become as well known as you would like. Sometimes, you may just not be what your “tribe” would like, or they have another favorite. Your best bet is to find a niche that you enjoy, but is somehow underserved by the content out there. What you need to do is pick something that you can be the “expert” on, but that no one else is doing as well as you can. Sometimes, also, it’s just personality that makes the difference. Some people are going to love what you do, just because of who you are.

I understand that you may not want to promote yourself directly, or try to become “famous.” Your personality or culture may hold you back in that regard. If that is the case, simply provide useful information to your “tribe.” Become a valued resource. You don’t have to put the focus on yourself. If you are valuable, you will get fans just for helping. That’s what getting well known should be about anyway, in my opinion.

This book is not designed to be an “end-all, be-all” on the subject of self promotion. I want to give you ideas that you can put into action, as the various things you can do will change. Companies are always changing their algorithms and the content that shows up in people’s feeds.

MalloryMedia.com

I'll be posting content regularly at MalloryMedia.com about many aspects of self-promotion.

Who Is Your “Tribe”

One of the first things you have to decide is who your audience or “tribe” is. Every piece of content you create, and everything you do to further your personal brand, should be directed at your tribe. Now, the opposite of that, which you can also do, is simply to start creating the kind of content or information that you would like, and then let your “tribe” come to you. It can work either way, but you have to understand that letting them find you can take more time, so your tribe will grow more slowly. They could, potentially, be more loyal since they found you, however.

If you are deciding on a “tribe,” you should pick people who are somewhat like you, so that you have an affinity with them and understand what they want. Sometimes, you will have to create a tribe that is not like you. This is harder, because most people like and want to associate with people who are like them.

In either case, you need to go where these people are. Find the groups on LinkedIn or Facebook where they chat. Follow the social media accounts and blogs that they follow. Be sure to post comments where you can. You want people to get to know you for you.

Also answer questions, where you can, and generally be of help when people need it. The best way to get well known is simply to help lots of other people, or entertain them. If you can do both at the same time, you will be very successful get-

MalloryMedia.com

ting known, as people like to spread the word about helpful or entertaining things or people. You cannot create “viral,” but you can use the forces that create it to help propel your fame.

Ideally, you would create a portrait in your mind of the exact person you want to speak to in all of your content and social media efforts. Think of it as having a conversation with this person you have created. Answer questions and tell them stories that would be of interest.

Be Yourself

You may have heard the term “fake it to make it” before. This refers to acting more successful than you are, until you are. What you shouldn’t do is try to act like someone you’re not.

In the short term, having a “stage persona” can be fun and interesting. The problem is, you can’t always be “on” and eventually people will call you out as a phony. Also, don’t try to copy someone else’s personality. Your best bet is just to be the best version of you that you can be.

I used to try to look bigger and more authoritative than I actually am, and was worried constantly that I would be “called out.” With the internet and social media, your tribe can find out pretty much anything about you.

I didn’t write this book to prove I am the world’s foremost expert on personal branding, because I am not. I *have* read over two dozen books on the subject and taken various courses in publicity, self-promotion, marketing, and social media over the past 15 years, so I probably do have more knowledge than many people on the subject as a whole.

The challenge for me is to put all this into action now and take you along on the journey so you can see, in real time, what is actually working.

MalloryMedia.com

I am putting myself out as honestly as I can, and I want you to do the same. I'm a guy who loves travel, but still has a day job and a family that needs the stability of a normal home life.

If you are hopping from country to country every week, let people know. If you are staying in central Florida to talk about tourist attractions there, like "Jones Family Travels" on YouTube, then do that. Just be yourself and you will attract your own tribe.

No matter what, it is up to the audience to decide if you are worth knowing or not.

Tell Stories

More people remember stories than any other way of learning. Travel is a medium that is absolutely perfect for storytelling.

Whether is an expose'-type book like "Heads In Beds" by Jacob Tomsky, or one of the many travel narratives out there, you can always tell stories about what's happening.

I personally am a big fan of Michael Palin, Tim Cahill, and Peter Mayle, whose travels and writings kept me fascinated when I was younger and made me want to travel.

I still read travel narratives whenever I can. I mostly stopped subscribing to travel magazines, even though I love the photos, because it's all "nuts and bolts" about being in an area, or some terrible "top 10" list of whatever. Those stories get boring, although you can occasionally use them when you are having writers block (or bloggers or vloggers block.)

Whatever situation you are in, try to make it a narrative. Speak from your own experience and tell people what they want to know. Don't make it a bunch of dry on boring facts and figures. Everyone can look up the facts and figures on their phone these days. Even if you are a photographer, tell a story with your images. That's the literal meaning of photojournalism.

Tell people what you love and hate about wherever you are. Tell them about any accidental adventures or frustrations you run into. Tell them about your interactions. And above all, make it interesting.

“A talented writer can make a stroll to her local strip mall feel like an adventure, while a death-defying Andean ascent can sound downright dull in the hands of an unimaginative writer.”

-Rolf Potts

The stories you tell will help increase your relationship with your tribe.

Connect and Collaborate

THIS IS THE MOST IMPORTANT SECTION OF THIS BOOK!

Yes, I just yelled at you in text. I did because I'm not kidding. Whether you are just starting out, or have been blogging, vlogging, writing books, taking pictures, or whatever else you have done to get known in the travel industry, this is the fastest, best way to get known quickly. So much so, that I'm going to be shifting almost all of my own efforts over to this method shortly, although I always like to experiment with what other people say works, so watch MalloryMedia.com to see what's going on.

So let's say you moved to a new town, and you didn't know anyone. What would be the quickest way to meet people? I won't leave you guessing. The quickest way would be to meet someone who knows lots of people already, and then have them introduce you around, either at events, or one-on-one. Soon, you become associated with the well-known person, and you also become well-known.

Online, it works the same way. There are vloggers, bloggers, writers, photographers and podcasters who have already established an audience. Becoming associated with these people means that *their* audience suddenly knows who you are. This is the concept behind online influencers.

“Now Michael,” I hear you saying, “Why would people with a large audience associate with someone who is unknown?” Well I’m going to tell you. Just like with journalists, you have to establish a relationship with the influencer before they are going to do anything to help you. You either have to be an existing friend, or you have to bring something to them that they can use.

In this longer chapter, I’m going to tell you how you can establish the relationship(s) you need.

First, do you know this person, their interests, likes, dislikes and have a solid affinity for them?

Before reaching out to anyone, make sure that you know what they like to talk about, their story, and how they serve their audience. Most importantly, be sure that you actually *like* them. Connect only with those who you would feel comfortable hanging out with.

Here are a few ways to create the relationships and to get the attention of your influencer:

Volunteer

Many of the more popular influencers host live events, even if they’re only online. Offer to be a volunteer and help with whatever is needed.

This is a phenomenal way for you to not only be present at the event and benefit from the education, entertainment and connections made but, also, get on the influencers’ radar and

have meaningful face time with them. Influencers LOVE when people show up for their events and love those who help them even more.

Introduce Them To Someone Or A Resource They Need

Influencers are just like us and have people they would love to meet and resources they need. How do you know with whom they'd like to connect or a resource that can help them? Watch, listen to, or read a minimum of FIVE posts from those YOU want to connect with.

Odds are good they'll mention something they're working on or someone they want to meet. Given that there are six degrees of separation between virtually everyone who walks this planet, you may be connected to that person or have access to a helpful resource.

Make an intro to that person or connect them to a resource that can help them. They'll forever remember you if you do.

Promote Them to Your Audience

It doesn't matter if you have a social media following of 10 or 10,000,000, you can share what the influencer is up to with YOUR community.

Promoting the Influencer to your audience is an act of selflessness that MAY go unnoticed... or, it may just result in their recognizing your efforts and being grateful for your taking positive action.

MalloryMedia.com

Whatever you choose to do, undertake that activity without the expectation of reciprocation. It's just good karma...

Share Your Expertise

Influencers are especially appreciative when one member of their community helps another by taking the time to provide thoughtful answers to questions submitted or shares information that can help someone in their tribe.

When you share your expertise on their blog or social media platforms, your name and photo will be included with your responses so the Influencer will be aware of your participation.

Invest time on a consistent basis to engage with the Influencer's community, make your presence felt in a positive manner and freely share your knowledge and expertise.

Rate, Review, Subscribe, Like & 'Follow' Them

Whether it's their iTunes or Stitcher podcast channel, Tumblr blog, YouTube channel, Twitter, SnapChat or Instagram account, email subscriber list and/or their Facebook fan page, invest the time to Rate, Review, Subscribe, Like and Follow them on as many of their platforms as possible.

This will allow you to stay current on their day-to-day happenings and initiatives and allow you to take appropriate action when something they're working on makes sense for you to comment on, support, invest in or attend.

Send a Personal Note

Taking the time to send an Influencer a personal note and share how they have impacted your life is a powerful method for taking the first step towards shifting from simply being an ‘admirer’ of their work to developing a meaningful relationship with them.

Influencers LOVE receiving praise and recognition for their creations and by sharing a personal story of how their work transformed your life, you’ll help to validate that their efforts are worthwhile. If you include your physical mailing or email address with your correspondence, oftentimes, they’ll take a moment to respond in a thoughtful, heartfelt manner.

Engage On Social Media and Blogs

Believe it or not, most Influencers do actually read the comments posted on their social media/blog posts and take notice of the retweets, mentions, likes, shares and other engagement activities.

Best of all, when you engage in these activities, the Influencer sees your name AND picture because you have to be logged in to do so and both are automatically included with your response.

When you appear often enough, they’ll take notice and begin both recognizing who you are and appreciating your participation.

MalloryMedia.com

Of course, there are other strategies for developing REAL relationships with influencers. This is, by no means, meant to be list that includes every possible option. If you implement these tactics, you will reap meaningful benefit.

Should you choose, however, to shortcut the suggested process and start sending out rapid-fire emails to influencers who you really want to connect with, consider yourself warned... not only will you fail to realize your desired results, you'll inevitably end up burning bridges that cannot be rebuilt.

Remember, influencers are just like you and me. They're regular, everyday folks who have committed to their craft and stayed the course until arriving at their current destination. They want to hear from you. They need awesome guests to feature on their high-visibility platforms. And, they absolutely need content that adds significant value for their audience.

Be Consistent

Make sure that whatever formats you use to get known, you do it on a regular basis. For blogging and social media, I would post at least once a week. Even if you are writing a book, post something once a week, whether it is a blurb, or some behind the scenes look at your process.

If you write an old-fashioned newsletter, perhaps as a business owner or in corporate hospitality, you could put it out as little as quarterly, but monthly would be better if you want to grow an audience.

Being consistent helps your tribe get to know you and become fans. If you can't post something regularly, make sure you are active as a commenter on social media and blogs, so that people get to know you.

What is the one thing that only you can tell your audience? Is there some particular background that you have that gives you a unique perspective?

Now, with that unique perspective, can you come up with 52 things to talk or write about? If you can't then you may not have enough information to actually become well known, although there are ways around that – see the chapter at the end on “becoming an authority.”

The other thing you can do is to break your content into smaller pieces. One of the vloggers I used to follow was a couple that went by “See Ya Real Soon” on YouTube. They took trips several times a year to Walt Disney World in Florida, even though they lived in New Hampshire.

They would break up their trips into edited half-hour segments and post them weekly. In the rare event that they were out of material from a trip, they would film themselves at their kitchen table and give tips on various aspects of traveling to Disney World.

You can do much the same thing. I’m currently working, on-and-off unfortunately, on a vlog series called “Fifty Shades of Fame” that I wanted originally to post weekdays for 10 weeks, but life got in the way and I haven’t posted as regularly as I’d like. Don’t be like me, pick a schedule and stick to it, if you want your tribe to stick with you.

Your Home Base

You have to have a home base or base camp for all of your efforts, content and otherwise. I personally recommend having two of them. One home base will be your website or blog. If your main website is not a blog, then embed your blog into it. You need a blog as a place to put your content and any news about you or what you are doing. Your home base is also a place where you can put a “press kit,” if you want one, and simply a place where your name will show up when people start searching for you online.

Unfortunately for me, there is a famous author about animation with the same name as me. When I started online, he owned MichaelMallory.com, so I couldn’t get it. I opted for MalloryMedia.com instead, as I had intended to do more business marketing related things anyway, and Mallory Media sounded more professional. Since I’ve had everything branded as Mallory Media for at least five year, including all of my social media accounts, it makes more sense for me to stay with it. If you can get your own name to start with, you should.

The second home base you have should be your best social media account. If you are a blogger or writer, this should probably be Facebook. Photographers should consider Instagram, and vloggers really don’t have any better choice than YouTube.

MalloryMedia.com

Your secondary home base is where you put your main content that you want potential tribe members and fans to find. The likelihood of them finding your blog or website before they find you on social media is pretty low. It's all about discoverability.

Now feel free to post content on other social media sites as well, but make it clear that you are not as active on those sites and that people most interested in your content should visit you at one of your home bases. (And tell them where they are!)

Content Marketing

Content Marketing is something that can be used with social media, but for this section, we'll discuss it from a non-social aspect.

Content marketing is simply the creation of content, whether it is print, photos, video, audio, or some combination of them, and using it to promote you or your business.

Google currently uses content, and the natural links from that content, to rank your web site. The higher your rank, the more business you are likely to get.

Content also does not always have to be created by you, although some of it should be. You can “curate” content, which is to borrow existing content and attribute it to the original creator. An example would be using an excerpt from an article with a link back to the original article online. (Just make sure you get permission to use the excerpt or use small quotes with attribution.)

Another way to get content that you don't create is to have your guests create it for you, whether video, photos, or blog posts. Encourage your guests to share their content on your web site, blog, or on your social media sites. Guests showing their own great experience will help you get other guests, as social proof is one of the greatest motivators.

MalloryMedia.com

Content creation doesn't have to be that difficult, as many types can be created on a smart phone these days. You can dictate into most phones and have that instantly converted into text. Almost all phones have video and photo capabilities. Simple software is available for little or no cost to edit your content from your phone or a computer.

While you can and sometimes should use professional services for content creation and editing, you shouldn't overlook the appeal of the amateur approach for some of your content. Remember, people like real people. Also, enlist locals who represent different segments of the market to help with content. You can always "pay" them with free night stays at your property, merchandise, or gift certificates. This method is especially useful for teens and Millennials.

Let's talk about the types of content you can create and where to use them.

Writing

Writing is one of the oldest and still most-used forms of content. You can write articles about anything that your tribe would be interested in. You should include your articles on your blog, and post them to social media sites and article directories.

If you prefer to write, as opposed to other media, then blogging would be your natural choice.

Even though writing is what you prefer, be sure to use all types of media in your blog to make it more interesting: text, photos, video, and audio. Your blog is also the place where you can curate any information you find online: fan videos and blog posts, photos, links to Pinterest boards and Instagram. You can embed your podcast into your blog as well.

Use blogging to tell your story and to interact with your tribe. Allow comments and only moderate them if they are clearly not in keeping with the blog. If someone posts a negative comment that is true, respond to it by staying positive and explaining why you disagree.

Your blog may be the main web site you want traffic to go to, or it may be just another source of traffic to your main web site. Either way, you still need to put content on it and keep it updated. I recommend adding a new post 2-3 times a week as a minimum. Some people like to blog every day, and depending on your field, that may be expected, but 2-3 times a week

MalloryMedia.com

is fine for most businesses. You don't always want to post just for the sake of posting. Keep your posts interesting and relevant.

"But Michael, I don't know what to post!" Start by talking about current events in your field. This will tie in with other news on the web and give you a start. Don't forget to use good keywords in your post title and body. I'll talk about keywords later.

If you have no clue what to write, even with current events, look up your topic on Google. Do a search on your general topic and see what comes up as the first few articles. Next, search more specifically about the sub-topic of one or more of those first general articles. Read 3 to 5 of the specific articles for your sub-topic. Then, you just write a post, in your own words, about what you just read. Your post can even be commentary on the articles you read. Don't copy parts of an article word-for-word. This is copyright infringement and may get you into trouble. Be sure to keep your original, written article saved someplace, as you may want to use it for article marketing, which I will discuss later in this book. You can only use your post for article marketing if it is a normal article, and not commentary, so keep that in mind.

Keep in mind that you can use the same method from offline sources, such as books or magazines. Read 3-5 sources, put them away, and then write a short article based on what you now know about the subject. By putting the sources away, you are unlikely to re-write them exactly as you read them, which keeps you away from that copyright infringement

thing. See the chapter on Article Marketing to find out how to write easily and quickly, and in your own voice.

If you are talking about complex material, break it into smaller pieces and create a series of posts (or articles, or audios – it works for any format.)

Blogging Content Types:

Top Ten Lists (Or whatever number)

News and Current Events Articles

Controversial Topics and Titles

Entertainment and Celebrity News

Promoting Your Content

Put links to your content on all of your social media sites. You can republish blog posts in LinkedIn pulse as well.

You can also use social bookmarking sites like Digg, Reddit and StumbleUpon. These sites will give you access to readers who would not have found your content otherwise. Users on these sites love to share what they find.

Write a Book

The single best type of content you can create if you really want to be well known is a book. It's the reason I wrote this one. Just to be honest – I hate writing. It's not my preferred methods of creating content, speaking is. I'd rather be just talking to you instead of typing, any day.

Book writing has never been easier than it is now. The book you are reading did not takes years to write and publish. You can write super-short books and release them for Amazon's Kindle format. If your book is at least 80 pages, you can have it printed as a paperback or hardcover physical book.

Put together short stories or short chapters that are easy to read. You don't even have to actually write anymore. I like to dictate into my phone. The word processing application will transcribe my words into text automatically. All I have to do is to edit it and put in correct punctuation. Boom – instant book. (Or blog post or whatever.)

If you really have trouble, pick enough blog posts to create a book. Many bloggers are publishing their first book that way.

Also, don't worry about finding a publisher. If you're well known enough, they'll find you. If you're not, they won't publish you anyway. Start by self-publishing. Amazon has a service called Createspace which is its self-publishing service. You can upload your finished manuscript and cover, and with a few steps, be on your way to having a published book on Amazon. That's how I did it with this book. Don't forget

MalloryMedia.com

that you can publish for the Kindle ebook reader with Amazon as well.

There are other self-publishing services like Lulu and Smashwords for physical books, as well as Barnes&Noble's Nook Platform and Apple's iTunes for ebooks that you could consider.

Here's a quick summary of how you can write a book:

- * Find 2 or three best sellers on your topic
 - * Pick the chapters from each book that address the topics you want in your book.
 - * Write down the top 2 or 3 questions each chapter answers
 - * Summarize each answer
 - * Read enough on the topic to be conversant
 - * Create a blueprint for YOUR book
- Decide which questions you're going to answer
Each question is a chapter
If you have a topic you want to cover, convert it to a question
For each question, write 3 one word answers
For example: Why should you have a business blog?
Easy. Relationships. Search Engines.
- * Set a timer for 15 minutes (start the timer)
 - * Write, non-stop, until the timer goes off, the answer to the question. (I prefer to talk my book and have it transcribed.)
Do NOT edit or re-read.

MalloryMedia.com

Just keep writing whatever comes into your mind.

Ignore spelling errors and don't worry about good sentence structure.

You will edit and clean up, later.

Use one of the 3 word answers as the first word of the first paragraph, or as close to it as possible

Use the other 2 words as close to the beginning as possible

* When the timer goes off, you **MUST** stop.

The brain needs to be taught that it only has 15 minutes to finish writing

If you keep going, the brain will learn to slow down and won't give you the ideas you need in 15 minutes

* Take a short break – stand up, get a drink (of **WATER**, not booze!), stretch, breathe deep, etc

* Set the timer for another 15 minutes and start on the next question

* If you start to write an idea about a fact or piece of info you don't have, yet, **DO NOT STOP TO LOOK IT UP OR RESEARCH IT**. Instead write a description of it and underline it. You'll do your research, later. This time is only for writing.

For example, "A great resource for travel planning is _____."

* Answer 4 questions in a row:

MalloryMedia.com

Question 1. Short Break.

Question 2. Short Break.

Question 3. Short Break.

Question 4. LONG Break.

* Once you've got all questions answered, take a break of 2 or 3 days.

* Then, come back and re-write the book, with editing in mind. Clean up the punctuation and sentence structure. But keep in conversational. And, trust your first instincts.

Audio and Video

You can create a podcast, or some other type of audio where you talk about happenings and events in your area. Podcasts can be uploaded to iTunes, or embedded into your blog.

One of the best things you can do with a podcast is to have interviews with people who would be of interest to your ideal guest or visitor. These can include experts in your area of interest, local historians, or even athletes.

Video is one of the best ways to market, and should especially be used for travel and tourism. Most people are very visual and love to watch video about the places they are going.

You could create a video series about happenings in your area. You can use video to show events that are going on. And you should certainly have a video tour of your business, if you have one. If you're a creative, have someone video you "behind the scenes."

If you have ever seen the video package that Disney sends to prospective guests, you will know its true power. Disney sends a DVD which details almost all aspects of its properties and the activities you can do there.

There are also super-fans that create videos for many businesses or areas. For Disney, my favorite is a couple that makes a series called "See Ya Reel Soon," which has its own

MalloryMedia.com

YouTube channel. The couple documents their experiences on many trips to Walt Disney World in Orlando, Florida. (They aren't posting new videos any more, as they are busy raising a young child, and don't want him totally subjected to the world of social media, without his consent, but they have tons of videos on YouTube from their many trips.)

If you have super-fans, or there are some for your area of interest, use their videos or blog posts in your media, with permission where necessary. (You can use Youtube videos without additional permission, as part of their Terms of Service.)

And don't forget live video. Live video streaming is just you making a video of yourself or something else and having it broadcasting over the internet in real time.

It's like having your own, live, online television program, and it's very popular right now.

Live streaming gives people the feeling that they are a part of your life or broadcast. They can comment in real time about your stream and see what other people are saying as well.

Facebook is heavily promoting this feature, you you'll get a ranking boost from them if you use it. They currently have a separate section where all you see is live streaming video. You can also do live video on YouTube and Periscope.

Photos

Photos are almost as powerful as video to market your business or area. People love to look at photos of the things they can do. You should create photos of the area attractions, your business, events, and people just enjoying themselves. Post photos on your web site and blog, as well as social media sites.

I'm a photographer, and was professional at one time. I still have a great love for visual content about travel, and most people do.

Facebook, Instagram, and Pinterest are great sites to post and curate photos that would be of interest to your guests. Be sure to include photos created by visitors, if you run a business. Get permission where necessary.

You can take your own photos, if you're a good photographer. I would highly recommend a professional photographer for anything that will be used in a marketing piece or for the main parts of your website, blog excluded.

Photographers charge a range of prices, but it's more important that you like their work, and that it's of a consistent quality.

MalloryMedia.com

If price is an issue for you, pick a photographer whose work you like, but who is newer to the market. (Don't forget that barter is an option!)

There are even resources on how to take great travel photography with your smartphone, if that's your only option.

Content Curation

Curation is simply taking content that is available elsewhere, and making it available to your website visitors.

There are several ways and styles people use to curate content, and there is no right or wrong way to do this, really.

In a nutshell, what you are looking to do here is find a relevant article or blog post, and use that content to create your own post on YOUR blog.

You will quote some of the original article, but **ALWAYS** link back to the original source.

If you use content without quoting the original, you are basically copying content that you do not own, and you may have legal issues!

I prefer the following format for posts, but putting your own spin on things is never a bad thing. There is no right or wrong way to do it, just find what works best for you and your readers.

1. First, I tend to write a couple of sentences in my own words at the start of the post.
2. Then, have an image that fits the content. Again, if you use someone else's, be sure to quote the original. You

MalloryMedia.com

can get yourself into trouble copying images, so just be sure that what you are doing is ethical before doing so.

3. Then, I add in some curated content which I normally block quote in the post so it can be distinguished easily.
4. Then, I'll write a couple of closing sentences in my own words.
5. Then, link back to the original post. I tend to just put [via domain.com] at the very end of the post.

You must always remember to quote the original source though, and if you pull information from more than one source, remember to quote them all.

YouTube videos have an embed code that you can use to put on your site. Because of YouTube's terms of service, you *do not* have to quote the original source with YouTube Videos.

Repurpose Your Content

If you want to get the most out of your content, then you need to repurpose it for different media. Here are 22 different ways you can repurpose your content:

1. Convert Your Old Blog Posts Into Hands On Guides
2. Turn Your Already Published Content into Podcasts
3. Gather All Your Interviews into an Expert Advice E-book
4. Transform a Q&A into Valuable Blog Post
5. Share Your Story Through Twitter Posts
6. Update Your Old Posts with New Information
7. Create New Blog Posts and Articles from Spinoffs
8. Create A Slide Deck & Upload To SlideShare to Reach New Audience
9. Build an Infographic or Meme to Make the Best Out of Your Old Content
10. Put Your Current Content Together Into an E-book
11. Write Guest Posts on Topics You Already Have Expertise On
12. Promote Your Existing Blog Posts from Multiple Points of View
13. Turn Your Existing Content into Videos
14. Conduct Podcasts with Influencers
15. Pull out the Best Questions You Get and Turn Them into Individual Blog Posts
16. Mix Your Blog Posts Into Valuable Online Courses
17. Share the Best of Your Content via a Newsletter
18. Pull out Quotes as Micro Content Promotable to Your Tribe

MalloryMedia.com

19. Break up Long Articles into a Series of Shorter Blog Posts
20. Have Your Content Syndicated and Win Quality Traffic and Authority
21. Build and Share Instructographic to Reach New Fans
22. Turn Your Blog Post into a Video (and vice-versa)

These are not the only ways to repurpose your existing content, but they'll give you a start to build off of.

Social Media

Social media is simply you or your brand ambassador interacting with visitors, guests and fans. It can be on your own web site or blog, or it can be on any one of the social media sites available. The most popular, as of this writing, are Facebook, Google+, Twitter, Youtube, Pinterest and Instagram. Make sure your content is tailored to each platform. Don't just copy things from one social site to another.

These sites are places to put your content. They are also places where your fans can put their content about you or your area of interest. The most important piece, however, is the social interaction.

When creating content it is important for you to be authentic. If you are sharing things that you are excited about, people looking at your posts are likely to be excited as well. It is also important to be responsive. When someone comments on your posts, make sure that they know that you are listening.

FACEBOOK

Facebook currently has over 400 million users, making it larger than many of the world's nations and it is growing every day. Additionally, this social media platform's demographics are so diverse that it makes an ideal marketing vehicle. In fact, more than 50 percent of U.S. users are 26 years old and above, meaning that your marketing efforts will meet with even greater success as these are usually the people

MalloryMedia.com

who make direct purchase decisions. Facebook is by far the most effective method to target individuals in the history of the world.

Facebook is the ideal place to have a conversation with your tribe and potential fans. It is the place to let them interact with your content.

Use Facebook to create a community around your subject matter, whether its things about your area, or your passion subject.

TWITTER

Twitter is a micro-blogging site. Think of it as a broadcast telegram. You can send short messages, with links back to your main site or any of your social media sites, and get the word out more quickly.

An individual post is called a “tweet” and can be up to 160 characters long, so think of it more as a “headline” service. Put links in to the tweet back to longer blog posts or video content.

You can also add a photo or short video to your tweets, which improves the chance that they will be seen. Hashtags (#) can be used to tie into current happenings.

The best way to use twitter is to keep up with local events and tweet something about it. Add an interesting photo and a link back to your site or some complimentary information.

MalloryMedia.com

For example, let's say that the Grammy Awards were on television. You could tweet about musicians that performed in your area or your opinion about who should win.

Once you get people following you on Twitter, remember to get them back to your web site.

Twitter is also a great way to find other experts in your area of interest. Use the Twitter search function to find them, and just start a conversation. It's easier to have them help you if you become friends online. It's also a great place to find reporters or bloggers who write about things of interest to your tribe and to create relationships for later collaboration.

LINKEDIN

If you run *any* sort of hospitality business or work in the hospitality or tourism industry and you want to find opportunities to grow and to increase your visitors, or get that great job, then you *need* to make sure you're on LinkedIn and that you're making the most of it.

Of course you probably know how important social media marketing is in general and chances are you're *already* investing time, money and effort into managing your presence on Facebook and Twitter. Or at least you certainly *should* be if you aren't already...

But LinkedIn? That's a much smaller social network and most likely you're thinking that it belongs much lower down on your list of priorities. You might even be asking yourself why

MalloryMedia.com

LinkedIn marketing specifically deserves an entire book dedicated to it...

So what's going on then? Well, the point that many people miss is that LinkedIn is not *about* sheer numbers. Rather, LinkedIn is about *who* it gives you access to and how you can use that to expand your business. LinkedIn actually offers huge opportunities and advantages that other social networks just can't match due to the way it allows you to interact with highly influential individuals within your industry or niche.

LinkedIn is different from other social networks for one big reason: it's designed *for* businesses and it actively *encourages* self-promotion. This is entirely different from Facebook for instance which encourages you to only add people you actually *know* to your list of contacts. On Facebook, the pages for businesses is an afterthought at best and any serious attempt to promote yourself might be seen as spam and result in punitive measures.

LinkedIn on the other hand is a great tool *for* self-promotion. It gives you access to a gigantic network of contacts operating within your field and it gives you the means to reach them, to work with them and to be seen by them. They say that business is all about 'who you know' and LinkedIn is all about making sure that *you* 'know' the right people.

MalloryMedia.com

Or as LinkedIn put it in their own mission statement, the business is all about:

Connecting the world's professionals to make them more productive and successful.

And it goes much further than that. Did you know for instance that LinkedIn has its own publishing platform that is *perfectly* designed for content marketing?

Some Facts About LinkedIn

- 1 out of every 3 professionals is on LinkedIn
- LinkedIn is the world's largest professional network and gives you access to the largest group of influential and successful individuals anywhere
- As of 2015, LinkedIn has 364 million members
- LinkedIn continues to grow rapidly – the same time last year the site had 296 million members
- LinkedIn has members in over 200 different countries
- LinkedIn is one of the oldest social networks having been formed in December 2002

While LinkedIn might not be as big as say Facebook then, it is certainly rather large and when you consider the caliber of

MalloryMedia.com

those who are on the site, it becomes clear that you and your business *need* to be here.

What's more, you need an effective strategy to make the most of LinkedIn so that you aren't just spinning your wheels and wasting your time.

You can build an amazing LinkedIn profile, and leverage the many amazing tools that the site provide you with to promote yourself and your business and you can network with other users to make the kinds of powerful connections that can propel you to the top of your game.

The main benefits of LinkedIn can be broken down as follows:

- Networking
 - To find job opportunities
 - To find business partners and opportunities to promote yourself
 - To find clients and customers
 - To find potential employees
 - To create new opportunities
- Marketing
 - To increase awareness

MalloryMedia.com

- To build brand loyalty
- To create a more professional impression for your brand and your services/products
- To promote a website and gain SEO/social media marketing benefits
- To find potential clients and customers
- To build leads and keep in contact with them
- Staying up-to-date with industry news and opportunities
- To find potential services and suppliers
- To keep track of your own employees and your own achievements and businesses
- Organizing your contacts

LinkedIn has features that are often overlooked as ways to connect with your ideal guests.

The first is your profile. Make sure your profile isn't a resume, but a short summary of how you create a unique travel experience for your ideal guest. If you're a blogger, photographer, or online personality, use it to give people a "taste" of what you have to offer.

Second, you can post articles about your area of interest. This works just like publicity and can show up in searches. Linke-

MalloryMedia.com

dIn Pulse is actually one of the most effective ways to get publicity now.

You can also find and join groups that are dedicated to your area of interest. Become an “expert” there by posting frequently and engaging others. Don’t forget that you can create your own group as well.

YOUTUBE

In the content section I talked about video. Well, once you have video, you need to put it on YouTube.

There are other video-sharing sites, but YouTube is the one with the power of Google, which will help rank your web site and also promote your business on the internet.

YouTube simply is the greatest video-sharing website ever.

People love video. That’s why videos have become a strong and highly effective marketing weapon in today’s Internet.

Unregistered users (people that don’t have a YouTube account) have the ability to watch videos, while registered users can upload an unlimited number of videos and share their existing videos with the world by recording a video.

Most of the content on YouTube has been uploaded by individuals; although media corporations including CBS, theBBC, Vevo, Hulu, and other organizations offer some of their material via the site, as part of the YouTube partnership program.

The following eye-opening YouTube facts will tell you specifically why YouTube is one of the greatest inventions for the online marketing world”

YouTube is the 3rd Top Site in the World after Google and Facebook

More than 1 billion unique users visit YouTube each month

Over 6 billion hours of video are watched each month on YouTube — that's almost an hour for every person on Earth and 50% more than last year

With YouTube, people can take your videos and embed them on their web sites. You can do the same with their videos about your subject matter. These could be fan videos about your area, or your area of expertise.

One of the things I recommend with video is having a video blog. Take your smart phone and video things happening in your area. Post as often as you like, but I would add video at least weekly. You could create a tourist series, or a series of how-to tutorials. Post things your ideal guest would enjoy. Create different channels for each guest type you want to attract.

PINTEREST and INSTAGRAM

People love images. Use Pinterest and Instagram to post images about your area and area of interest.

If you're a self-promoter and you're not on Pinterest, then you're missing out on one of the biggest and the most flexible/powerful platforms out there. Pinterest may not be quite as big as Facebook in terms of pure users but it's actually not as far behind as you might think. What's more, it has a ton of unique features that present excellent opportunities for savvy self-promotion.

The main problem that brands seem to have when it comes to Pinterest is that they don't see how they can get it to relate to them. Pinterest is very visual and creative. It's made up of images that people pin to their 'boards' and that others can then comment on or 're-pin'. Thus it *clearly* lends itself to companies or individuals that have an artistic, trendy, stylish or visual side.

And seeing as Facebook and Twitter are so much bigger, does it really matter?

Well the first thing you should get out of your head is the idea that Pinterest isn't that big. In fact, Pinterest currently has 100 million users which is really pretty massive –and a subset of the market that you just can't ignore. Also interesting is that 85% of those 100 million users are female. This is quite

MalloryMedia.com

unique for any social network and provides you with a great way to reach a female audience—something that a lot of blogs and brands could stand to do a little more effectively. Keep in mind that 85% of ALL travel decisions are made by women. 42% of all adult women in the US use Pinterest which is massive – and actually 13% of males do which is still rather significant.

And while Pinterest has a ton of users, it also has the advantage of being a platform that visitors can enjoy *without* signing up. That means that your potential reach is in fact much larger than you might at first have thought.

Pinterest is also one of the fastest growing platforms.

For Pinterest, I would focus on curating photos from other people, which is mostly what the site is designed for. You can create different “boards” for each thing you want to focus on.

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables you to take pictures and videos and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr.

Instagram users can view their newsfeed and browse other users’ profiles through the website, Instagram.com. This application is currently available only for iOS and Android Phones, and it is freely available in the Apple app store and the Google Play store.

MalloryMedia.com

Instagram allows you to capture a moment or choose an image or video and edit it to transform its look and feel. You can then post the images with your smartphone and post your pictures on Instagram for a particular user or all to see. You can capture a series of pictures with your mobile device and share with your friends.

In today's world, self-promotion is all about sharing the things that are happening right now. Instagram is one of the world's most popular social network apps and a great way to share your photos online. You can see less content-heavy accounts and more pictures captured and shared in your daily life.

Instagram is great for your own photos. Take lots of photos of your site and guests enjoying the area and post them to Instagram. Don't forget photos of any events you have.

Start Your Own Group

On Facebook, LinkedIn and Google+ you have the ability to set up group pages based on your area of interest. You can set these up as open groups that anyone can join, or “invitation-only” groups.

The groups work like a forum, where people can post different topics, and other can respond to them. If you want to be seen as an authority, you should set up and moderate your own group.

You’ll need to set some rules, so you don’t get spammers or trolls. (Too much selling or self-promotion in your group, or members that are rude to other members is not good for the group.)

The more your tribe can interact with you, especially in an area than you run, can increase your impact.

You should also participate in existing groups as much as you can. Facebook and LinkedIn groups can be great places to make connections that can lead to collaboration – and remember, collaboration is the fastest way to get known.

There are a lot of benefits to being part of a social media group that is built around your topic or industry. For one thing, you have the visibility that comes with being a member and having your website information on your bio or anyplace

within group posts where they allow you to place a link to your website.

If you can answer questions and give people good advice you will quickly build up a reputation as an expert in the field. This will make even more people want to ask you questions and get advice from you and it will entice people to check you out outside of the group setting, which means they will be going to your website.

But building a reputation as an expert doesn't just apply to the Facebook group or whatever social media group you are part of. Once people know your name and know you as an expert you are able to write articles and posts on other websites forums where people might already be aware of your expertise. This means that you will have an easier time getting a foot in the door at other endeavors that you are working on.

For example, it will be easier to do many of the things that are discussed in this book. When it comes to guest posting, you will have a definite advantage from your participation in social media groups within your industry or area of interest. That's because not only can you use your membership to convince people to allow you to guest post on their blog, you'll probably be able to find people within your own group that will allow you to guest post. In fact, they will be happy to have your expertise on their blog if they consider you a leader or a knowledgeable person within the social media group that you're in.

MalloryMedia.com

When you are part of a social media group around a particular industry, and you begin to build a reputation as an expert, people start to listen to your opinions.

Speaking of followers, you'll be able to increase your following by joining these groups by a huge amount. For example, if you're part of a Facebook group people are going to want to follow you on your Facebook account if they like what you're posting. No matter what your social media platform, if it has a group you have a chance of gaining followers and not just on that social networking site but also on the major social networking sites where they can find you. If they stumble on your account on Twitter they'll follow you because they know you from the Facebook group.

There is no doubt that Facebook and other social media groups have enormous benefits for someone who is looking to market their website without spending any money. These groups are free to join and only require an investment of your time and knowledge to get better known.

MalloryMedia.com

Be a Guest

At the end of this book, I talk about how you can interview other experts or interesting people that your tribe might like. (You'll get there eventually.) This is the opposite of that.

While you are actively networking with peers in your area of interest, or common areas, make sure that you let other bloggers, writers, podcasters, etc. know that you are available.

Like I talked about earlier, the power of collaboration is the quickest way to become well-known that there is. Being a guest is one of the easiest ways to collaborate. You have some area of expertise or interest that will be useful to other well-known people.

This could mean that you could write an article for them on their blog. You could be the one being interviewed by them for their podcast or video-cast. You can invite them to your area and show them around on live-streaming video, or a recorded video for YouTube.

Now don't just contact people out of the blue to be a guest, you usually have to create a relationship first. Go back to the collaboration chapter if you need to.

Once you've made relationships, and decided whose blog would be a good one to post on, look at their kinds of topics, and things they have written about recently. Is there anything

MalloryMedia.com

you can add or expand on? Is there something similar that you have knowledge of that would complement their original post(s)? If so, then you have an idea to present to them for a guest post. Send them a nice email explaining how you could add to their site and wait for a response.

Many people will be happy to have a little extra content that they do not have to create. You can even look for sites that work with lots of guest posts.

You get the benefit by having your author information at the bottom of the post. In this way, readers who enjoyed your post can check out your website or blog.

In this way, you get the power of association with other well-known people who may be more “famous” than you. Just make sure you pay it forward when you become the famous one.

Podcasting

Your website is the main place that potential fans will find out about you, once they discover you through the other means I've discussed.

Podcasting is probably the most underutilized method of getting traffic to your web site. It's also one of the easiest things you can do. iTunes gets as many searches per day as Google. Keeping that in mind, why would you *not* want to be found there and in the other podcast directories. If you can talk, you can podcast.

Podcasting is basically a way to distributing audio and video shows over the Internet that lets you subscribe to a number of files, also known as "feeds", and then listen or watch the program when you want. A feed is usually in an audio file in a MP3 format.

Podcasting is different from most other types of online information because most people will subscribe, so that the information is delivered automatically. This is more efficient than your customers having to go to a web site to see if there is a new MP3 there for you to listen to or receive it via email, which can be blocked by Spam filters.

Podcasting lets anyone have their own "radio show". In the old media days, you had to get on the radio to be able to

MalloryMedia.com

spread your message. Now, independent producers can record self-published, syndicated audio shows. Broadcast radio and TV programs now have a new distribution channel.

While you have always been able to download MP3 files and listen to them on your computer, Podcasting automates a lot of the process. Now an RSS Feed delivers the MP3 file to your computer (when you want), then your computer downloads the MP3 program to your iPod (that's where the name came from).

You don't need an iPod for this to work, however, as most MP3 players have the software to automate the process. Podcasts can also be downloaded directly to the latest smart phones, so people can listen as soon as your podcast is live.

The two best things about podcasting are portability and personality. While you can get your personality across just as well through video, podcasting offers infinitely more options for people to listen. There are a million ways to listen to a downloaded mp3 now.

When you start a podcast, you become a minor celebrity. Most people are scared of public speaking, so it's intimidating to even think about being a voice on the "radio." Unlike radio, podcasting is probably the easiest thing you can do to promote yourself, even more so than blogging.

MalloryMedia.com

There are almost no software requirements to podcast. If you want to be super cheap, you can just record yourself into your computer microphone on whatever recording program came with your computer, save the file as an mp3, and upload it to the podcast directories. It's really that simple.

You should podcast at least weekly. Making a 15 minute podcast will only take 30 minutes or so, with editing and uploading. You can also do a daily 1-2 minute "thought of the day" or "tip of the day" podcast, but I would set that up as a separate podcast from your main one. Don't forget to use those keywords in your podcast description! The video version of this course has a set of tutorials on exactly how to create and submit a podcast.

You can use the same sources of material for your podcast that you use for your blog. You can also use a spoken interview, which is great, because if someone searches a podcast directory such as iTunes for your interviewee, they'll find your podcast. If they listen to your podcast, they may well check out your website or blog, which means more traffic for you. The higher-profile your interviewee is, the better this will work.

MalloryMedia.com

Public Speaking

Here's where I get to scare you to death. Public speaking is listed as one of the top fears among most people. If you want to be well known, speaking to groups is an excellent way to make that happen.

I got started on stage by auditioning for a community theater play on a dare. My first character was Evil-eye Fleagle, from the show "L'il Abner." It was perfect for a reasonably shy introvert like me, because I was in full green face paint and a large green suit. As I was able to be completely anonymous as a character, I got confident being up on stage. I did a few roles after that where I looked like myself, for the most part, and found that it was easy. People won't heckle you these days, unless you're a bad stand-up comedian. At worst, they'll just be uninterested.

There are lots of groups that are looking for speakers. Most will simply let you speak for free just to entertain or inform them. Travel is a natural subject that makes for great talks. It can be stories of your adventures, or tips on how to navigate through a particular area's bureaucracy. Put a few good visuals together for a slideshow and you have a "talk." (Don't put words on your slides – just a powerful image for the big points of your speech.)

Mark Shaffer, in his book "Known," makes a few observations about speaking.

Being a speaker can help you connect to a real audience. The act of creating a speech forces you to explain your points clearly. Live speaking ignites awareness and networking. Speaking in front of an audience immediately imparts credibility and authority.

On the other hand, speaking can be terrifying, at least in the beginning. It might mean frequent travel away from home, depending on your goals. (Obviously, some aspect travel is the goal, but if you have a business to run or a corporate hospitality job, this can be difficult.) If you're prone to illness, a speaking schedule is hard to reliably sustain. **Becoming an effective public speaker may require years of practice.** Putting together an effective and entertaining speech can be daunting.

There is always the possibility of turning your talks into income, as some organizations will pay you to speak, or you could sell your services to the audience. You can also find way to get your speaking sponsored. I'm not going into that much detail in this book, but will eventually have information about that at MalloryMedia.com.

Publicity

Publicity is nothing more than getting your story out, whatever it is, without advertising. When you post on social media, you may be creating publicity.

There are traditional types of publicity, where you try to get your story in a publication, or on radio or television, and there is online publicity, which can range from sending out a press release on an online site, to writing stories for online publications, to getting interviewed for an online source, and even commenting on someone else's blog.

The benefit of publicity is that you don't have to pay for it, and it's much more credible than advertising. It's probably right behind reviews in believability.

Public relations isn't just for corporations and celebrities. All individuals, especially you, are special. You have expertise that others want to learn from.

That alone makes you valuable to the press. There are tens of thousands of hours of programming that need to be filled around the country every week along with millions of pages of copy for newspapers, magazines and websites.

There's a lot to write and talk about, but only so many hours in the day to find it. Reporters and editors thrive on the media kits and interview opportunities presented by experts like you.

MalloryMedia.com

But, they need to find you and when they do, they need to know that you have something special to offer.

The goal of good PR is to get your name out there. Better, though is to be associated with the product or service you offer, not just be known for the sake of being known. You can easily become the local expert on some aspect of travel in your area or field of expertise.

The Real Role of the News Media

For those that have never contacted media outlets with a press release or story, it's hard to imagine reporters and editors sorting through piles of what are essentially advertising one-sheets to find topics for their next story.

But, that's exactly what many of them do. The news media wants a good story and to get that story, they will look anywhere they can, including the pages upon pages of free content that is sent to them everyday. They also scan social media sites like Facebook and Twitter for stories.

Their job is not to make you look good. They want to write, air or broadcast an interesting story. If that means putting you on TV to discuss what you do, all the better. If that means writing a scathing review, beware that it's a possibility.

Ideally you have a product or service that stands up to the

MalloryMedia.com

toughest of scrutiny, ensuring you never have to worry about bad reviews. But, regardless of the way it's presented, your public relations campaign should be able to manage the feedback you receive.

The news media has no responsibility to do so—that's your job. This is why it's so important to create a cohesive, singular message. It needs to be consistent and recognizable. You want to become a familiar face that readers and viewers trust and to do that, we use PR. Keep in mind that your personal story *will* be associated with your business, eventually.

“Your job, simply put, is to make a journalist happy. Let's face it; Lately, journalists are being asked to do ten times more with five times less. The tide has turned against the media in a way never before seen. It's scary out there, for a reporter. Your job is to help them buck that trend. Your job is to help a journalist do theirs. Give them good information, help them get what they need, give them a story they've never had before, an idea never before presented...Help them do their jobs, and they'll get you the press you're seeking. Make the journalist happy, and they'll make you happy by default.”
– Peter Shankman

Unless you are a hospitality business owner, or in corporate hospitality, the media will use you more to inform or entertain their audience.

I could tell you all about press releases in this book, but I won't, because I don't think they're very effective anymore, unless they're very specialized and well-done. There are plen-

MalloryMedia.com

ty of resources online on how to write a traditional press release.

Your best bet for publicity is to contact the reporter for your local newspaper or television station and propose a story to them. If you have some knowledge of a trending event in the news, and how you could add to it in a controversial or entertaining way, you have a better chance of being a source or being interviewed live.

If the news outlet considers you to be knowledgeable enough, they may make you a regular commentator. There are lawyers and doctors in my area that are associated with each media outlet as their “go-to” expert. There’s no reason that travel couldn’t be included, if you promote yourself the right way to the media and make yourself a helpful resource. **DO NOT** self-promote here. You’ll get the promotion automatically if they like you and use you.

Publicity has to be something that others would consider interesting or newsworthy. An event might qualify, depending on what it is. A promotion would not be appropriate publicity and would get you on the bad side of the reporter.

I would focus my main effort on blog commenting, and its paper version, “letters to the editor.” If you comment on a story that has been run, or something that is in the news, you’re likely to be published. You can then offer yourself as a resource, should there be another need for expertise like yours.

MalloryMedia.com

If you don't have expertise in the area they want, politely decline. (If you know someone who can help them, recommend your contact. Reporters are very happy when you help them with a story.) Your goal is to make connections with the reporters, not just to promote yourself and your business.

If you want to publish your own stories, there are four ways I recommend.

The first is CNN iReport,

CNN iReport is the citizen journalism platform on CNN.com. There are a few guidelines, but you can basically submit your story, with photos or video, if you like. As long as it's not 100% promotional, CNN will allow it to be published. iReport will source stories directly from Instagram, Facebook and Twitter users, who will be able to submit news via the #CNNiReport hashtag.

Be Trendy

You have a much better shot at attracting the attention of network producers if your piece is timely. Keep an eye on trends and the news and look for ways to interject your expertise or insight.

Create Quality Content

Video that's cobbled together with little planning and poor execution is doomed from the start. Look for a way to con-

nect to viewers and explain why this topic or your commentary is important to their lives or their wallets. Take the time to write a script or at least have a solid understanding of why your insight is key at this particular point in time.

Exude Expertise

Pieces that come off as overly promotional in nature will probably fail to take off. Most of these citizen journalism sites require a producer's approval before a piece can wind up on the company's main pages or even on its airwaves. Don't make this a walking talking brochure; do stake a position as an authority or expert when introducing your topic and your take.

Sneak in Some Self-Promotion

That said, there are ways to ensure your brand gets out there. Make sure you clearly mention your website or company at the beginning and probably at the end of your piece. Provide contact information such as an email address or social media links so viewers with questions can inquire further. You can also embed links in the small text area beneath the video player on some of these sites.

The second is LinkedIn Stories.

It works very much the same way CNN iReport does, but obviously publishes on LinkedIn. You put in "tags" which basically tell LinkedIn who would be interested in your story, then publish it.

LinkedIn also now lets you put in native video content, too. Showcase your videos here the way you would on YouTube and Facebook.

The third way would be BuzzFeed Community.

It's harder to get noticed, and the stories are moderated, but if yours is interesting enough, it will get some traction there.

Post your story. Then, the main thing is to get lots of visitors to your story, so curate it (use a blurb) on all of your social media sites with a link back to the story on BuzzFeed. Ask your visitors to comment on the story. The more comments a story has, the higher it is likely to rank.

Stories that rank highly on BuzzFeed and are of some interest to a particular journalist or media outlet tend to get republished, or get the author an interview on the subject of the story.

The last way, which most people wouldn't even think about, is Slideshare.

If you have your story converted into slides you can publish it under the proper tags and it will get noticed. (Adding photos helps.)

The biggest key to getting your publicity noticed is having a great headline. The best way to do that is to look at the maga-

MalloryMedia.com

zine and newspaper headlines that catch your eye at the newsstand or online, and then change whichever words you need to make it your headline. For example, a women's magazine might say "How to have the best night ever!" Yours would say "How to Have the Best Trip Ever." Although you would want to be even more specific than that in your title. You simply want to make it catchy enough that people will want to read the story. The title will attract the reporter as well.

For Hospitality Business Owners

The natural tendency for business owners of all types is to think that everyone who comes to your town is your customer, and could also be in your “tribe”. This couldn't be further from the truth. If you are marketing to everyone then you're marketing to no one. And if you're trying to appeal to everyone then you're going to be a generic commodity that no one actually wants.

You want to pick an actual person to be the representative of the guest you're trying to get. What you want is someone who is passionate about something that you are also passionate about or that people who come to your area are passionate about. You want to find a subset of individuals who have money to spend and like to spend it.

You have to envision your ideal guest or fan. Are they younger or older? Male or female? Do they have children? Do they travel for a vacation or business?

Try to create a profile or “avatar” of your ideal guest. Find out the kinds of things they like to do and what they are looking for in a business like yours.

I will caution you, however. There seems to be a trend to collect lots of data and try to piece together a profile based on that. Don't get too much into the numbers, and don't try any pseudo-psychological techniques to pigeon-hole your guests into hard and fast categories. Remember that they are people, and people can change what they want from day to day.

I read in another tourism marketing book about using a profiling system based on four types of individuals, loosely based on Myers-Briggs personality typing. Now, while many businesses like to use this type of profiling, it has been scientifically proven to be inaccurate and it's probably best just to avoid it.

A better way would be to have some sort of initial survey, perhaps with a bonus for completing it, so you can tailor an experience for that particular guest.

Custom-tailored experiences are the new trend, and millennials especially, do not want the same packaged product as everyone else. In terms of fast-food, people are leaving McDonalds, with their set menu, for restaurants like Chipotle, where you can completely customize your entre'. If you can manage that with your hospitality business, you will stand head-and-shoulders above your competition.

Take your survey information and think about what your ideal guest would like. Put together all the information you have and create all of your content for that one individual profile.

Don't worry that that's the only type of person who will be interested. The content will appeal to others, but not to people who have no interest in what you offer.

If someone is looking for a relaxing weekend, but you offer a high-octane adventure experience, then all of your content,

social media, and publicity should marketing should reflect that.

It's the same if you're a creative. Your "guests" are your readers. You cannot write or make videos that appeal to everyone and anyone. Pick that one person that you're "speaking" directly to in all of your content.

The Fame Factor

If you own or run a hospitality business, you can be an "expert" in one of your passions or hobbies. You should have already considered your Ideal Guest (a member of your "tribe") to be someone who likes the same things that you do. This makes attracting guests easier.

If you are a super-fan of something, your guests will more likely want to come at your attraction or hotel, if they feel the experience will enhance some aspect of their fan-dom. If you love woodworking, for example, have woodworking demonstrations on a regular basis. Have examples of fine woodworking as décor or decoration in your hotel.

You can tailor events with other woodworking experts and create content about woodworking for your blog and newsletter.

Even if you work at a chain hotel, you can run your personal social media and content channels as a local expert. Your

MalloryMedia.com

ideal guest may choose to stay at your hotel simply because you are there.

This can work for most types of tourism businesses. If you run tours, either as a guide/operator, or managing a team of guides, have a very specific focus for your business.

For example, when the book, “The DaVinci Code” came out, several tour companies in Paris and other regions in the book started tours that were specifically geared towards the sites mentioned.

“The Lord of the Rings” movies, filmed in New Zealand, had the same effect, with tour companies taking visitors to the areas where filming was done. There is still a “Hobbiton” exterior set there that you can visit.

Writing

You can create specialty guidebook(s) as part of your writing to attract your ideal guest. You could offer an electronic version online as an incentive to get on your email list.

You could also have a physical newsletter as part of your writing. Make sure it is geared toward your ideal guest. If you don't feel comfortable writing, you can always hire a local college or university student to write it for you. I personally prefer to speak my “writing” into my phone and have it translated into text for me. It sounds more natural that way. You can outsource the formatting of the newsletter.

MalloryMedia.com

A very powerful method of content creation is to have a physical or downloadable book. You can use this book to build a mailing list or email list of potential guests or visitors, and send them a regular newsletter or updates.

A hotel or B&B should definitely create a guide to its area. Not one filled with advertising, like most of the ones out there, but one filled with details of all of the events and attractions that your ideal guest would enjoy in your area. You should even talk about some competing businesses, if they are popular, as this will only make you look better.

When I was in college, I worked at a local hardware store in Richmond, called Pleasant's Hardware. We were known as the store that would get you what you needed. If there was something that we didn't currently have, we would recommend a local competitor that did. Our customers always came back to us, because they knew we would get them what they needed, even if it didn't immediately benefit us.

Also, don't think that travelers won't visit your competitors anyway. On my first trip to Walt Disney World in Florida a few years ago, my family also made visits to Sea World and Universal Studios, which are also in the area. You'll get more business than you'll lose by being fair and promoting the whole area instead of just your business.

You can also partner with some of the non-competing businesses, both for the guide and for local events that you should be holding.

Area Fame

Perhaps you are not a super-fan of anything in particular, or you are with a franchise and cannot use that fan-dom to your advantage in your business. You can become the local area expert.

Expand your knowledge about all of the attractions, events, and unique offerings in your area that would be of interest to your ideal guest.

Use that expertise to create a unique guidebook, either printed or in electronic form. Only include the things for your ideal guest. People love curated information.

This is an ideal way for travel writers, bloggers, photographers, and video personalities to get started. You don't have to be a world traveler to be a travel expert. Work on becoming recognized as an expert on some aspect of your local area.

My town has become something of a food destination, with lots of interesting restaurants. So far, unfortunately, no one here has stepped up to be the local "foodie" or celebrity chef. If you can, do that in your area.

Some hotels already put together a generic guide. Instead, create a different guide for each type of visitor that stays with you. You could also create a guide of activities and sites in your area that would appeal specifically to your ideal guest,

MalloryMedia.com

and whatever kind of super-fandom they have. The guides could be created as PDF files and stored online. You can give out a link to each guide at check-in.

Imagine giving the family of a teenager a guide to things of interest for teens in your area. (Make sure a guide for teens is formatted to be easily used on a smart phone, as that is how they most like to get their information.)

You can also have “print on demand” versions that you could print on a laser printer, for less technology savvy individuals.

It’s easy to outsource the design and layout on places like fiverr.com and odesk.com, if you don’t have those kinds of skills.

Special Events and Celebrity Guests

You can create special events for your ideal guests. These can include tasting of local delicacies or drinks, lectures about local topics or topics of interest to you super-fans, or even a carnival.

Try to enlist other businesses that would be complimentary to yours, without being direct competitors. These could include restaurants, wineries, or other tourist attractions.

A great way to enhance these events and to maximize attendance is to have a guest, or guest speaker, who would be considered somewhat of a celebrity to your ideal guest.

If your specialty was knitting, you could have a regionally-known knitting expert come and give a demonstration at your event.

You could also have a panel discussion of “experts” in your area of focus.

Workshops, lectures, and demonstrations are always good ways to draw in guests and visitors.

Don't think that you can't put together an event if you are a writer, blogger, vlogger or other personality. You can partner with hotels and meeting facilities to hold events. You don't even need the space. You could create a “field trip” type of

MalloryMedia.com

event where you lead people to different areas around the area you're in, to explain different aspects of what you do.

You can even do something as simple as a “meetup” event. You simply post the time and place that you're going to be somewhere, and invite your fans and followers to join you.

For Those in Corporate Hospitality

- On average, employers report that there are between 75 and 150 applications for every ONE position opening.
- Employers spend just 15-30 seconds reviewing your application to determine if they are interested in you.
- Today's successful job-seekers must "stand out." Your reputation, experience, and "brand" all make that happen.

THREE MUST-HAVE ELEMENTS

Value proposition: Your value proposition means what you stand for, in terms of your personality, appearance, competencies, and strengths. What do you stand for?

Differentiation: Differentiation is what makes you distinct from the crowd of job seekers. Why are you unique in your marketplace?

Marketability: Marketability is how compelling your brand is to potential employers. It's what will make them to want to hire you or open up a new opportunity for you. What do you bring to the table that makes you the one to be hired, or get promoted.

First, be yourself. A powerful personal brand must be authentic in order to elicit trust. The first step involves recognizing your individual uniqueness. Assess your skills and your core values. Be self-aware regarding your strengths and weaknesses. Seek to continually develop yourself by educating and

training yourself in any perceived areas of weakness. Or, focus all of your efforts on your strengths and become the “go to” person for a particular specialty. There’s nothing overly significant about being “well rounded.” It’s just a euphemism for average.

Figure out where you want to be long term, and put all of your self-branding efforts towards that goal. Do you want to be a hotel manager? Run a DMO? Be the events director for a major city? You need to know what you want to do in order to accomplish it.

Identify what it is that truly motivates you and what values you bring into your professional activities. Give your personal brand direction by linking it to your goals. Gather information about your brand from those around you and get ready to use your brand as a roadmap to evaluate opportunities.

Identify who you want to be known by. The goal of self-branding is to build a reputation. As you’re creating your brand, you need to determine your target audience and speak directly to them. You need to target all of your activities to the right people by identifying those people who need to know about you and your capabilities. Then you can effectively focus how your energy and resources are spent.

Use content to gain high visibility and make a positive impression on your target audience in a way that differentiates you from others and creates a strong and vibrant impression.

MalloryMedia.com

Know who you are competing with. What makes you different and how can you articulate your brand in ways that are compelling and relevant to your audience? Why should an employer choose you over other candidates with similar skills and experience? Discover and cultivate those attributes that set you apart from others. It should be something that you are enthusiastic about and will want to continue to learn about.

Be willing to take risks. If you want your career to accelerate, you have to be willing to step out of the shadows and make yourself heard. While the tall poppy may get its head lopped off, it's also the one that gets noticed. Get feedback on your performance appraisals, but don't be afraid to stand out and make your ideas known. You might lose one position, if you have an overly controlling employer, but those with a well developed brand are always in demand.

Once you know what your brand stands for, you can create a brand statement that sums up what you bring to an employer. A brand statement combines information about your skills, your passions and values, and how they can meet the needs of your target audience. A good brand statement should clearly identify what job you want and how you can deliver value to the organization.

Advertise your brand and market yourself. Create the marketing materials you need to communicate to prospective employers. Work on putting together your own personal branding toolkit which could consist of a résumé, cover letter, e-profile or website where you can list your projects and activities.

MalloryMedia.com

You must have an on-line presence. Statistics show that 87% of recruiters use Google and social networks to decide on candidates. According to a business week survey, 35% of surveyed employers have eliminated a candidate based on on-line information. Make doubly sure that you don't have things on social media that you don't want seen. (No drunk party pictures, please.)

You are branded whether you like it or not. You need as much control of the process as you can get. If you don't brand yourself, others will do it for you. Be proactive in presenting the image that you want others to have of you.

A brand is not just who you say you are, it has to be backed up with experience and accomplishments. Even for a large corporation, the brand is what people think of it, not what it thinks of itself. Collect and encourage positive endorsements. You are the chief marketing officer for the brand called you, but what others say about your brand often has more impact than what you say about yourself.

Increase your visibility and presence by participating in organizational activities and public speaking. Appearance counts, both physical appearance and your on-line presence. Engage in word of mouth marketing. Every communication is an opportunity to make an impact. Don't hesitate to talk about your accomplishments. It doesn't have to be bragging to talk about how you were able to help someone. Keep it matter-of-fact if you need to.

Discover how to build and nurture a professional network so as to further extend your brand. By networking with peers, pro-

professionals in your field, friends and family members you have a system or support, feedback, and information. There are lots of places, both online and off, that you can interact with other hospitality professionals. Most states in the U.S. have a tourism board that has monthly or quarterly meetings. There are also numerous conferences where one can network. Participation in various organizations and associations help you to keep current on market trends and the needs of prospective employers.

Start living your brand. Tell others about it and ask them to spread the word. Do something every day that reinforces your brand identity so that all of your actions become consistent with the brand you want to promote. Publish articles and whitepapers, create video and other content and collect testimonials from clients, co-workers, friends, and business associates. Make yourself as visible as possible. Be able to describe your expertise succinctly. Develop an elevator speech. Look at your present work situation. It should be aligned with your goals and your vision for your future. Your brand must be backed by consistent behavior that demonstrates what you do better than others.

Personal branding is not something that you do just once. It's an ongoing process to stay relevant in your industry and marketplace. Information and processes are changing all the time, and if you want to be considered a "thought leader," so that you are the obvious choice for any position you want, then you have to keep your knowledge and your brand up to date.

MalloryMedia.com

Always evaluate where you want to be, upgrade any education or qualifications you might need, and evolve to stay relevant and “top-of-mind” in an ever changing world.

Becoming an Authority

(This chapter was part of my very first book, an ebook, back in 2011, but it still holds true today. It's not specific to travel and hospitality, but it can help you become known nonetheless.)

The easiest way to become known is simply to have lots of content on the web compared to any competition you may have.

This will brand you as the "go to" person. The one that knows what's going on. Think of it this way: If you had two books to choose from, and one was just a book, and you knew nothing about the author, but the second book's author had dozens of articles, videos, and maybe a regular podcast, who would you buy from? You need to either *be* an authority or have some authority in your field. Become a recognizable name, and you will have all the visitors you need. You'll also have some of the big guns asking to work with you, which will allow you access to *their* audience. Trust me, it's always better if they approach you that the other way around.

There are 3 basic steps to becoming an authority in your area of interest.

- Determine your general and specific areas of expertise.

MalloryMedia.com

- Ensure you know more than 90% of the people in your general area of expertise and more than 99% of the people in your specific area of expertise.
- Simply tell people what you know on your web site or in articles and other media methods.

Let me explain why it is so important to be recognized as an authority.

If you are not viewed as an authority in a field, you will not have the credibility that you need to have in order to succeed. If people are going to buy "you" they must perceive value in you!

- Start as a Specialist
- Become an Expert
- Authority

The place to start is as a specialist. This means you have chosen an area where you want to become an expert.

It will take you a few months to become an expert. Some, more specialized fields may take longer. Once you become an

expert and you have started marketing your expertise through speaking, writing articles, publishing a web site and writing books and other media, you can move into the realm of an authority.

What is an authority? It is an expert's expert. You are the one the experts rely on.

But wait! That sounds like a lot of work! Depending on your field, it could be, but there's an easier, quicker way to become an authority figure.

You can *interview* experts and authorities in your field. I still recommend becoming an authority yourself, but in the meantime, interviewing gives you access to people and places you would not otherwise have. If you don't do anything else in this book – interview!

Oprah Winfrey is a world-class interviewer. She became a billionaire just by creating spin-off businesses from her interviewing. Rhonda Byrne of "The Secret" created her entire empire just from interviewing other authorities.

MalloryMedia.com

You would be surprised how easy it is to get interviews with experts and authorities in your field. Sometimes, you can't get to the top authorities as a beginning interviewer. That's alright, just start with people who are a little less known. Everyone likes the exposure, and it's win-win for both you and the interviewee.

There are several areas where you can find people to interview.

1. Authors
2. Newsletter Editors / Bloggers
3. Professors / Instructors
4. Avid enthusiasts
5. Meetings / Trade shows / Clubs
6. National Association / Memberships
7. Well known experts in the field
8. Someone new who is learning
9. Spotlight Features
10. Special People in the Field

MalloryMedia.com

With a little resourcefulness, you can find contact information for your interview subject. Sometimes, you will get an agent or publisher who would have to make the arrangements on behalf of the interviewee.

Interviewing is a skill, and like any skill, you get better over time. When you first start, you'll probably be awkward and nervous. This is normal and it will get easier as you improve your interviewing skills. If you prepare before your interview, you can reduce your nervousness.

If you want to become a great interviewer, listen to talk show hosts when they interview their guests. In order to get comfortable with interviewing, practice some interviews with family or friends. Most of the time, people will be more than willing to help you.

As an interviewer, you need to be in control of the interview. If you don't get ready ahead of time, you won't be in control of your interview and it will not be very good. When you talk to a potential guest, tell them that you are would like to inter-

view them. Don't commit to the interview until after you talk to them. You should have some basic questions written out that you can ask them. If the potential guest can answer your questions in a clear and concise manner, this might be a good interview subject.

-Is your guest knowledgeable within their particular field?

For the benefit of your audience, you should have a guest on your show that is knowledgeable within their specific field.

-Does the potential interviewee speak clearly?

If you have a hard time understanding your guest, your audience will have difficulty. A person can have the greatest knowledge in a particular subject area but they might not be able to speak in a clear manner so that people can understand them. If this is the case, and you still want to interview them, you might want to use a written format.

-How about a good sense of humor?

MalloryMedia.com

Who wants to hear a guest who is boring and dull? People like to hear guests that are entertaining. An exciting guest should have a good sense of humor.

How do you get known from interviewing? Easy; you get to mention who you are and who you represent in the interview. For example, I would say "this is Michael Mallory, with MalloryMedia.com, and today I'm talking with....." At the end of the interview, you do the same thing again. The interviewee also gets to talk about his or her website, product, book, recording, or whatever is on their mind.

Here's the biggest secret to interviewing: whether it's audio, video, or print, give the interviewee a copy to use for themselves, with the stipulation that it must be used in its entirety, and that all references to you and your site must stay intact. You retain the copyright to the interview, but you let the interviewee use it for publicity. Everyone who reads, watches or listens to the interview will find out about your site, and

many will visit it just to see who you are. *Now YOU'RE KNOWN!*

I prefer audio interviews, but print is fine at first if you're scared to talk to people. I recommend working up to audio interviews at the very least, just because they are more versatile than print-only.

Audio interviews can be transcribed to use in print, but they can also be used in a podcast, or, when added to a slideshow or even just a photo, audio can be used on video sharing sites like YouTube. This gives you maximum use out of the interview. The more places and the more ways your content gets used on the web, the more traffic you get.

Here are some sample interview questions. You have to fill in the blanks. Obviously, I don't know what your interview will be on:

How did you get started _____?

Any time saving tips when _____?

What really works?

Any short cuts you use?

What's the best way to _____?

Any tips to _____?

How can someone _____ from _____?

What about this _____ that everyone is buzzing about?
Is it real? Should I care?

What's the best _____ (way to pack, save money on
airfare, best thing to do in _____ etc.)?

What are your favorite _____ sites?

What's the best way to promote _____?

What can you do to protect yourself from _____ on
the road?

Once you get started listing out your questions, I am sure you
will start to think of many more.

MalloryMedia.com

Keep in mind that once you are getting the traffic, other people may want to interview you as well. Interviewing skills are always a plus.

You'll also be surprised how much you learn about your industry through interviewing.

Conclusion

I've given you a bunch of things to think about. If you put some of them into practice, you will grow in popularity with your ideal "tribe." They will start to talk about it with their friends and on social media. This creates that "word of mouth" marketing effect.

I deliberately kept this book short, so that it would actually be read. I didn't give you a bunch of details on *how* to do these things.

The details on the "how" of things change pretty frequently, so I didn't want to write a book that would be out-of-date within months.

I suggest visiting Mallory Media to see what I'm currently doing and to see how other hospitality personalities are growing or maintaining their brands.

Be sure when you're there to comment on anything I post, or ask me any questions you like. My goal is to help you get better known!

About The Author



Michael Mallory is an author, speaker and entrepreneur and blogs regularly about the subject of self-promotion.

His perspective is unique because he has also owned, managed and operated *Michael Mallory Photography*, where he was a one-man show, learning the latest self-marketing and promotion techniques through trial and error, and therefore

MalloryMedia.com

has insights, strategies and very effective techniques that are significantly different than the average trainer.

His love of travel led him to focus self-promotion techniques for the hospitality industry.

He started Mallory Media to provide training and support to help travel, tourism and hospitality individuals become better known.

www.MalloryMedia.com