

BYLINED ARTICLES | GETTING THE MEDIA TO WORK FOR YOU

Contributed bylined articles will be vendor-neutral, but will display your mastery of important technologies, position you as a thought leader, and promote you to prospective customers who appreciate the article's neutral, non-selling approach.

GETTING EDITORS' ATTENTION

The time-honored press release is one arrow in your media relations quiver, but it will never be the sharpest one – because it rarely gets an editor's attention. Editors are inundated with press releases that lack real news, are rife with meaningless jargon, and are sprinkled with silly superlatives. **What will get editors' attention and positive regard is your well-written contributed bylined article.** It's all win-win: great exposure for your company, a good resource for the overworked editor, and a chance to differentiate yourself from the press-release-crazed competitor pack.

WRITING FOR YOU

When we work together, **I will write your bylined article for you** and you will publish it under the byline of an executive or engineer. As an extra level of service I can also place the article for you with a highly focused trade journal. You can also leverage your bylined article by posting reprints on your Website and including them in your press kits and customer proposals.

WRITING SERVICES ONLY

- Work with your company to identify the topic with the most industry mileage.
- Interview you and other company representatives to develop the outline and article.
- Write and submit the article to you for approval and make any necessary revisions.

WRITING SERVICES + PLACEMENT

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- Interview you and other company representatives to develop the outline and article.
- Write and submit the article to you for approval and make any necessary revisions.
- Write and pitch an abstract to targeted publications and get editorial commitment.
- Get approval from you and submit the article for publication.