

AUTHORITY BUILDER

Digital PR Playbook

Get Mentioned on Authority Sites in 30 Days

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Expert Positioning Framework

Become someone journalists want to quote

2

5 Ready-to-Use Outreach Templates

Copy, customize, send

3

Publication Target System

Find the right sites in your niche

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30-Day Action Plan

Week-by-week roadmap to your first mention

Section 1: Expert Positioning Framework

WHY AUTHORITY BUILDING MATTERS

Analysis of 1,000+ AI-cited sources shows that 73% have mentions on at least 3 authoritative external sites. AI engines cross-reference sources before citing them. Your goal: Get mentioned on 3-5 authoritative sites in 30 days.

The Niche + Angle Formula

Journalists don't want "marketing experts." They want specific, quotable perspectives.

YOUR POSITIONING STATEMENT

I help [AUDIENCE] with [PROBLEM] using [UNIQUE APPROACH]

- Be specific about WHO you help
- Be specific about WHAT problem
- Be specific about HOW you're different

GENERIC

"I'm a marketing consultant"

SPECIFIC

"I help B2B SaaS companies increase trial-to-paid conversion using behavioral email sequences"

Your Expert Positioning Worksheet

ELEMENT	YOUR ANSWER
My specific niche	
The problem I solve	
My unique approach	
Years of experience	
Number of clients/results	
Notable companies	
Certifications	
My "hot take"	

Your 5 Quotable Topics

Journalists need experts who can speak to specific topics. List 5 topics you can confidently be quoted on:

- Predictions about your industry
- Common mistakes in your field
- Contrarian viewpoints backed by data
- Step-by-step processes you've developed
- Analysis of trends or news in your space

Section 2: 5 Outreach Email Templates

THE PITCH MINDSET

You're not asking for a favor. You're offering value. Journalists need expert quotes to make articles credible, data to support stories, and unique perspectives that make content interesting.

Template 1: Cold Pitch to Journalist

SUBJECT LINE

Quick expert comment for your [topic] article?

- Open with: Reference their recent work
- Middle: Your credentials + 3 quotable topics
- Close: Offer to be a resource

Template 2: HARO Response

HARO RESPONSE TIPS

Respond within 30 minutes of query posting. Put your most quotable statement first. Keep total response under 200 words. Include credentials but don't oversell.

ELEMENT	FORMAT
Opening	Re: [Exact query headline from HARO]
Quick answer	2-3 sentence quotable response
Supporting context	2-3 sentences with data/example
About me	Name, title, key credentials, links

Template 3: Guest Post Pitch

ELEMENT	WHAT TO INCLUDE
Subject	Guest post idea: [Specific headline]
Hook	2-3 sentence summary of the article
Credentials	Why you're the right person to write this
Outline	Key points + original data/case study
Close	Word count, delivery timeframe

Template 4: Newsjacking (Expert Quote Offer)

Use when something newsworthy happens in your industry:

SUBJECT LINE

Expert comment on [news event]?

- Open with the news/announcement
- Your take: 1-2 quotable sentences
- Why it matters + your credential
- Availability for quick call/email

Template 5: Follow-Up Sequence

TIMING	MESSAGE
Day 5-7	Short follow-up floating back to top of inbox
Day 12-14	Last follow-up, offer to keep in touch
After #2	STOP. Move to other targets.

Section 3: Publication Target System

Not All Mentions Are Equal

AI engines weigh authority signals from different sources:

- 1 Industry Publications**
Most valuable for your niche credibility
- 2 General Business Publications**
Forbes, Inc, Entrepreneur - broad recognition
- 3 News Sites**
Local and national coverage
- 4 Industry Directories**
Often overlooked but valuable
- 5 Podcasts & YouTube**
Transcripts get indexed by AI

The 3x3 Method

Find 3 publications in each of these 3 categories:

CATEGORY	HOW TO FIND THEM	YOUR 3 TARGETS
Industry-Specific	Search "[industry] blog" or check competitors	1. ___ 2. ___ 3. ___
Adjacent Industry	Industries your clients also read	1. ___ 2. ___ 3. ___
General Business	Local journals, entrepreneurship sites	1. ___ 2. ___ 3. ___

Publication Qualification Checklist

CHECK	WHAT TO LOOK FOR
Recent content	Last post within 30 days
Accepts contributors	Has "Write for Us" or guest posts
Relevant audience	Your target clients would read this
Findable in AI	Search topic in ChatGPT - does site appear?

Where to Find HARO Queries

PLATFORM	TYPE	NOTES
HARO (helpareporter.com)	Free	3 emails/day with journalist queries
SourceBottle	Free	Australian-based, global queries
Qwoted	Paid	Higher quality journalist connections
Featured.com	Paid	Direct journalist connections

Section 4: 30-Day Action Plan

Week 1: Foundation

- Day 1-2: Complete Expert Positioning Worksheet
- Day 3-4: Build your 9-publication target list (3x3 method)
- Day 5-7: Sign up for HARO, create tracking spreadsheet

Week 2: First Outreach Wave

- Day 8-9: Respond to 3-5 HARO queries per day
- Day 10-12: Send cold pitches to 5 journalists
- Day 13-14: Pitch 2 guest post ideas

Week 3: Follow-Up & Expand

- Day 15-17: Follow up on non-responders from Week 2
- Day 18-21: Send 5 more cold pitches + 2 guest posts

Week 4: Close & Document

- Day 22-25: Final follow-ups + 3-5 more cold pitches
- Day 26-28: Document results, update bios, plan Month 2

Expected Results

EFFORT LEVEL	RESULTS
Conservative	1-2 HARO quotes, 1 journalist connection
Moderate	3-5 HARO quotes, 1 guest post, 2-3 connections
Aggressive	5-8 quotes, 2 guest posts, 5+ connections, 1-2 podcast invites

What Happens After You Get Mentioned

When you land a mention, maximize its value:

- 1 Add to Your Site**
"Featured In" or "As Seen In" section
- 2 Update Your Bios**
Include notable publications
- 3 Share on Social**
Thank the journalist publicly
- 4 Reference in Pitches**
"My work has appeared in [Publication]"
- 5 Update Schema**
Add to Person schema's mentions property

MOMENTUM EFFECT

Each mention builds the next. The more you're published, the easier future pitches become.

Need More Help?

- Read my blog at aruntastic.com/blog
- Take the full GEO course for systematic optimization
- Connect on LinkedIn for daily insights

Arun Nagarathanam

GEO specialist and online educator with 200,000+ students across 190 countries.

aruntastic.com

linkedin.com/in/arun-nagarathanam/