

Get Ready to
MAKE IT RAIN

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What if you could promote your brand
to millions of prospects
— *without spending a dime?* —

People are doing it every day. As a guest expert on TV, radio, podcasts, blogs and other media, you can reach more of your target demographic than you could ever have afforded to reach with ads.

My book, **MAKE IT RAIN! How to Use the Media to Revolutionize Your Business & Brand**, will give you all the details you need to capitalize on this opportunity in ways that have never been possible before.

When that book comes out on March 20, 2018, you will learn exactly how to expand the influence and power of your business exponentially.

In this Workbook, let's jumpstart the process with 3 Ways to **Get Ready to MAKE IT RAIN!**

Nothing builds your business and brand faster than media appearances. In the past decade, my appearances as a guest expert on shows like *Dr. Phil*, *Anderson Cooper 360*, *The Doctors*, CNN, MSNBC, and FOX, as well as countless radio shows and popular podcasts, have allowed me to:

- Virtually eliminate the marketing budget for my thriving law firm and non-profit organization.
- Successfully build a platform of more than 200,000 engaged followers on social media.
- Steadily develop a reputation as one of America's most-sought-after thought leaders on issues associated with my brand.
- Powerfully get my message out and share my expertise on issues I'm passionate about.

If you have a business to build or people to reach, the media can give you visibility, influence, and power.

3 WAYS TO GET READY TO MAKE IT RAIN

What you need to do first is find your people, hone your pitch and become a trusted source in the media. Part II of **MAKE IT RAIN!** will show you how to do exactly that.

If you want to hit the ground running when you read the book, you can get ready in these 3 ways:

1. Gather Intel on Your People

[Anderson Cooper 360°](#), [Good Morning America](#), [Freakonomics Radio](#), [Mad Hat Economics](#) , [Black on the Air](#), and [Money Mondays](#) all reach very different audiences.

Until you know exactly who you are trying to reach, you can't know which TV show, radio show, or podcast your ideal audience is tuning into.

It's not enough to have a general idea that "women" or "entrepreneurs" would be the best fit for your business.

Data analytics has taken the game to a whole new level. If you haven't already done used advanced analytics, here are a few companies that make the process easy.

- [**ALEXA**](#) by Amazon analyzes your competitor's sites to put you in front of your ideal audience.
- [**AHREFS**](#), one of the best tools for target market audiences online.
- [**QUANTCAST**](#), a service that provides insights for more than 100 million targets, often revealing unexpected customers.

Each of these companies can provide you with invaluable data to help you find your people.

If you're just starting to develop your business, you may not have answered important initial questions like these.

Take a moment to look them over. Before you can promote your business, you have to know exactly what you're offering and exactly who you're offering it to.

- 1. What benefits does your business offer?**
- 2. How do these benefits help your ideal audience?**
- 3. What age, income, gender, and education are your ideal audience?**
- 4. What current TV shows, radio shows and podcasts are targeted to your ideal audience?**
- 5. What media is most popular with your ideal audience?**

2. Recognize Talking Points

Every guest expert has talking points. When you appear on a show to give your opinion or talk about your cause, you have to stay on message. The best way to do that is with talking points.

A radio show or podcast might have you on for 10 to 30 minutes. Most of the top TV shows I appear on every day only allow experts 3 to 5 minutes to talk.

Identifying the 2-3 most important points you need to make ahead of time is the secret to success. On their first media interviews, I see people all the time who politely let the interview lead the conversation. When the show is over, they have introduced themselves to the audience, but they've never gotten their message out!

The whole point of lining up appearances in media that reaches your target audience is to get the word out about your business, your service or your cause.

Make a habit of watching other experts, recording their appearances, and listening carefully for the points they're making. Reinforcing your message is one of the best ways to **MAKE IT RAIN!**

Start with my recent appearance on CNN's AC 360°.



3. Master the Soundbite

No matter how much you have to say, you have to do it in soundbites. You can't make your point 3:30 minutes into the interview, if you've only got 3 minutes. Do the math.

If you're working hard to be the go-to expert in your niche, you've obviously got a lot of information to share. In ordinary life, you have more time to explain yourself, but when you're in the media, the clock is ticking.

My guess is that very few people start out learning how to take years of knowledge and cram it into a pithy 30-second soundbite. It's a skill we all have to learn.

To succeed in the media, you need to be savvy enough to understand the limits and professional enough to hit your mark within those limits. If the rest of us can learn to do it, you can too.

Read through the questions below. Think over your answers carefully. You may need to browse the headlines to come up with the best answers.

Then get out your phone or stopwatch and time yourself as you answer each one out loud.

You've got 30 seconds.

- 1. What is your opinion about today's headline story?**
- 2. Why were you successful in your niche when so many of your competitors failed?**
- 3. Who has had the most impact on you as a leader, and why?**

4. **How can your product or service be the most useful to people watching or listening to this show?**

5. **Why does your expertise give you insight into a breaking news story on the air this week?**

You'll find that all **3 Ways to Get Ready to MAKE IT RAIN!** will make a difference.

Gathering intel on your people with the new data analytics is a real game changer.

Recognizing talking points is the first step toward getting your message out, no matter how little time you have.

Mastering soundbites will put you in an elite league with the most quotable media experts.

The real nuts and bolts of how to become a rainmaker are waiting for you in the book. I can't wait to share as many insights as I can with you in **MAKE IT RAIN!**

If you have a business to build or people you want to help, nothing beats using the media to create the visibility, influence, and power you need.

In the book, we dive into each of these three methods of making it rain, and more. If you still haven't pre-ordered the book yet, head over to ArevaMartin.com/makeitrain and choose one of the six booksellers carrying it.

In the meantime, if you have questions or comments, please join us on Facebook at Facebook.com/arevamartin.