

MAKE IT RAIN!

How to Use Media to Revolutionize Your Business & Brand

By Areva Martin, Esq.

With Donna Beech

“Areva is the first true expert to reveal these secrets about how the media works behind the scenes. This is how the pros do it...In *Make It Rain!*, Areva provides invaluable advice about how to leverage the incredible power of the media to get your message out to the people who need it most...Following her well-articulated guidelines and watching her appearances is the formula for assured success. Areva is my number one expert. She always delivers.”

--- Dr. Phil McGraw

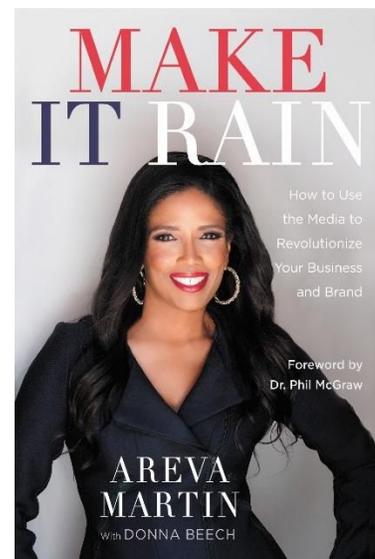
Areva Martin is committed to helping people find their voice and their personal power, and teaching them to use this new understanding to better their individual situations and to empower, educate, and inform others.

She knows that today, our “personal” is public. There is a new bar in the age of #MeToo; it is high and it is in perpetuity. Everyone has to be able to present themselves as authentic. Areva wants to enable people to speak out on issues important to them, influence legislation, and turn setbacks into triumphs.

In ***MAKE IT RAIN!: How to Use the Media to Revolutionize Your Business & Brand*** (Center Street, March 20, 2018), Areva Martin, Esq., reveals the inside knowledge on how anyone can harness the power of media to reach their prime audience and deliver their message. Through her appearances on *Dr. Phil*, *Anderson Cooper 360*, *The Doctors*, and across CNN and other networks, she expanded her business, her brand, and became one of America’s most sought-after thought leaders. And getting there was far less complicated than most would think.

She uncovers the secrets to gaining media exposure and explains why becoming a go-to expert on TV, radio, or online can be the most effective—and cheapest—way to take a business, career, or cause to a level higher than ever imagined. As beneficial as experts are to an audience, the smart ones—the rainmakers—are helping themselves by securing high-level visibility across all kinds of media. They’re connecting to a vast web of influencers to reach thousands on social media. Rainmakers reap the rewards of media appearances by getting their businesses or organizations in front of millions of prospects.

“After almost a decade as a guest expert on everything from local podcasts to the top cable and network shows, I can tell you that—as powerful as media appearances can be—they’re not just for megastars. You can get in this





game,” Areva writes. As she explains, for years she watched legal experts, like herself, on TV and assumed they had connections that she would never have. But once she began appearing on those same shows, she quickly learned the secret that helped land those experts on TV: they had **defined their brand, identified an audience, and took the first critical step—pitching producers.**

Make It Rain! breaks down each of those steps in simple, easy-to-follow language so that anyone can become a go-to, reliable source for media. It details how to find your “hook,” develop your biography and personal story, and create compelling talking points, and offers advice on how to research shows, hosts, and producers, be ready and prepared to comment when breaking news hits, and much more.

Written for executives, authors, business owners, entrepreneurs, heads of nonprofits, and more, ***Make It Rain!*** proves that nothing beats using the media to create the visibility, influence, and the power needed to take you and your brand to audience you’re seeking to reach.

“My goal in writing this book is to empower, inform, and educate you on how to use the media, as I have over the last ten years, to revolutionize your business, explode your sales, build your platform,” Areva writes. “In short, I’m going to show you how to make it rain!”

ABOUT THE AUTHOR

Areva Martin is an award-winning civil rights attorney, advocate, television host, legal and social issues commentator, and author. A recurring guest host on *The Doctors* and a CNN Legal Analyst, she is a regular contributor to *The Dr. Phil Show*, *Anderson Cooper 360*, and *DailyMailTV*, among other shows across the CNN and HLN networks and more. She is founder of Martin & Martin, LLP, and creator of Special Needs Network, Inc., a grassroots nonprofit to assist families raising kids on the autism spectrum. @arevamartin

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