



**How to find Bloggers,
Journalists and Publications**

Throughout the course I keep banging on about the need for FOCUS. You will NEVER become a Voice-in-Your-Industry if you simply scatter press-releases and articles around, hoping some of the seeds will land on fertile ground.

That's easy for ME to say, but how on EARTH do you find the publications, the bloggers, the freelance journalists who write about the things YOU specialize in?

Well, if you really want to pay, there ARE web-based services like Muck Rack (www.muckrack.com) and, of course, full-time PR agencies will be more than happy to do that. ...



Great value for a dedicated PR company, but, at \$99 a month for the basic service, I guess most startups would prefer a NO-COST solution. And there *are* some around – they just take a little longer to get results, but THEY WORK.

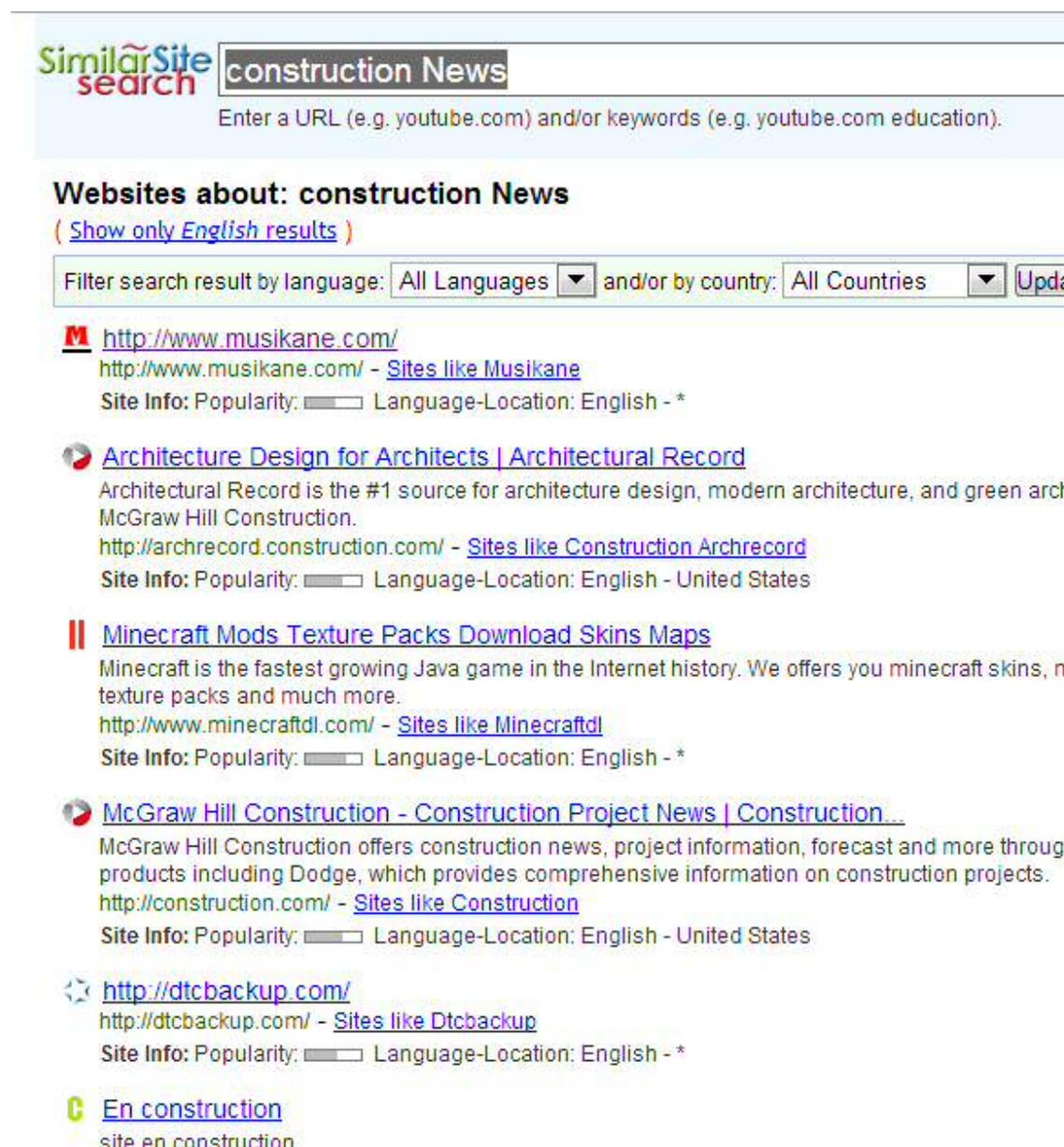
Finding publications and journalists

There's a fabulous FREE service called 'Similar Site Search'...

... which is designed to find websites with a similar FOCUS, and you can search by URL, search by a known website address, or by a Keyword.

Let's take our previous example. Suppose I offer products or services to the Construction Industry, and I know that 'Construction News' is a suitable trade journal.

So, I type that in.... Construction News....



The screenshot shows the SimilarSite search interface. At the top, the search term 'construction News' is entered in the search box. Below the search box, there are filters for language and country, both set to 'All Languages' and 'All Countries' respectively. The search results are displayed as a list of links, each with a small icon, a title, a description, and site information.

SimilarSite search

Enter a URL (e.g. youtube.com) and/or keywords (e.g. youtube.com education).

Websites about: construction News
([Show only English results](#))

Filter search result by language: and/or by country:

-  <http://www.musikane.com/>
<http://www.musikane.com/> - [Sites like Musikane](#)
Site Info: Popularity: Language-Location: English - *
-  [Architecture Design for Architects | Architectural Record](#)
Architectural Record is the #1 source for architecture design, modern architecture, and green architecture. McGraw Hill Construction.
<http://archrecord.construction.com/> - [Sites like Construction Archrecord](#)
Site Info: Popularity: Language-Location: English - United States
-  [Minecraft Mods Texture Packs Download Skins Maps](#)
Minecraft is the fastest growing Java game in the Internet history. We offers you minecraft skins, maps, texture packs and much more.
<http://www.minecraftdl.com/> - [Sites like Minecraftdl](#)
Site Info: Popularity: Language-Location: English - *
-  [McGraw Hill Construction - Construction Project News | Construction...](#)
McGraw Hill Construction offers construction news, project information, forecast and more through products including Dodge, which provides comprehensive information on construction projects.
<http://construction.com/> - [Sites like Construction](#)
Site Info: Popularity: Language-Location: English - United States
-  <http://dtcbackup.com/>
<http://dtcbackup.com/> - [Sites like Dtcbackup](#)
Site Info: Popularity: Language-Location: English - *
-  [En construction](#)
site en construction



... and straight away, I find 'Architectural Record'

'McGraw Hill Construction'

'Infrastructure India'

'Traditional Building mag'

A GREEN building journal

And HUNDREDS more.

Remember, this gives us more than just JOURNALS focused on our area of interest. By visiting each site, you will often discover the names of their in-house JOURNALISTS and any industry freelancers they use.

Oh – and you can refine your search to just a specific COUNTRY and/or just magazines published in a specific LANGUAGE.

Finding bloggers

Of course, the web has spawned a whole new media – 'blogging'. Most blogs are just ephemera, but *some* bloggers do have real clout. We need find them and we need to catch the latest threads AS THEY'RE HAPPENING, so that we can

contribute. And we also want to know of bloggers who have a special interest in OUR special interest.

Again, we can do it for free, this time using 'HACKER NEWS'. This is where you'll find it: <https://news.ycombinator.com/>

Hacker News is a community that offers links to WHAT's being said about WHAT - *RIGHT NOW*, on HIGH QUALITY blogs. And it's a community that 'polices' links to *maintain* high-quality. And it costs nothing to join.

Let's log in now, and what's going on...



Y Hacker News welcome | new | threads | comments | ask | jobs | su

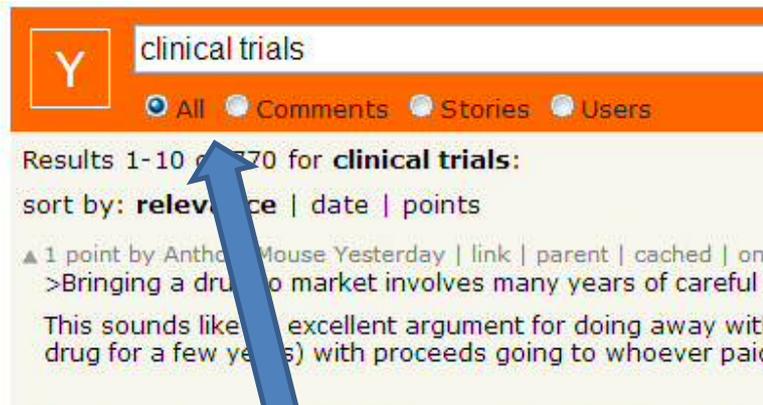
- ▲ To-Do Lists Don't Work (hbr.org)
47 points by xav 2 hours ago | 25 comments
- ▲ Create diagrams in the browser (draw.io)
103 points by gpsarakis 6 hours ago | 25 comments
- ▲ SpaceX Falcon 9 v1.1 Launch Status & Live Video (spaceflightnow.com)
43 points by neurotech1 3 hours ago | 8 comments
- ▲ Day 180: Finished (jenniferdewalt.com)
235 points by wallflower 11 hours ago | 62 comments
- ▲ UK to create new cyber defence force of reservists (bbc.co.uk)
14 points by Henn 2 hours ago | 8 comments
- ▲ Poll: Freelancers/Consultants. What's your yearly income?
58 points by csomar 4 hours ago | 54 comments
- ▲ Keypress: A Javascript library for capturing input (dmauro.github.io)
119 points by nsmalch 9 hours ago | 38 comments
- ▲ Are "free" web-services cheese in a mousetrap? (povolotski.me)
19 points by dannypovolotski 3 hours ago | 14 comments
- ▲ Why Free Software Is More Important Now Than Ever Before (wired.co)
251 points by hexis 15 hours ago | 209 comments
- ▲ Replacing Python (roscidus.com)
87 points by antics 9 hours ago | 63 comments
- ▲ Formal Methods of Software Design: an online course by Eric Hehner
38 points by bumbledraven 6 hours ago | 4 comments
- ▲ UTF-8 - "The most elegant hack" (hackaday.com)
260 points by raldu 18 hours ago | 147 comments
- ▲ Mozilla working on Chromecast-like mirroring for Firefox Android brows
23 points by yeukhon 4 hours ago | 9 comments
- ▲ SpaceX Launch - Official Webcast (spacex.com)
5 points by nkoren 1 hour ago | discuss
- ▲ Could Formula E ever rival Formula 1? (economist.com)
20 points by kenshiro_o 4 hours ago | 23 comments
- ▲ Google yanks sketchy iMessage clone for Android from app store (com
28 points by dotmanish 6 hours ago | 21 comments
- ▲ How I was handcuffed and arrested at Yale Law School (estadao.com.br)
3 points by neur0mancer 54 minutes ago | discuss

As you would expect, a real mixed bag of topics but, if we go down to the bottom of the page...



We find a search-box.

Let's suppose I provide products or services to the Clinical-Trials sector – a very specialized segment of the pharmaceutical industry. I type in 'clinical trials', and...



I find NEARLY EIGHT HUNDRED current threads, all relating to this highly specialised sector.

And I've done it for FREE!

Finding Journalists 'on heat'

How about finding journalists and bloggers who are actually LOOKING for input RIGHT NOW? There's a site called 'Help A Reporter Out' – or HARO.

It's got nearly 30,000 members-of-the-media, from the New York Times, to Huffington Post and in-between.

It is a fee-paying service, but there's a limited FREE offering, which is GOOD

THIS is how it works...

Go to www.helpareporter.com/sources

That will take you to their subscription page...

Subscription Packages - HARO Publicity Alerts

Become a news source to get HARO Publicity Alerts from Vocus. You'll receive relevant opportunities, straight from journalists on a deadline needing a source.

Choose Your Package: Make your HARO experience faster and better! Simply choose the package below that works best for you, and start getting Publicity Alerts today!	Standard \$19/month	Advanced \$49/month <small>Most Popular Package</small>
Media Opportunities: Delivered to your inbox, three times a day.	✓	✓
Filter your alerts: Opportunities that match your keyword preferences.	1 alert	3 alerts
Build a profile: Help journalists recognize you as a good fit for their story.	1 profile	3 profiles
Get text alerts: Alerts are sent right to your mobile phone.	✓	✓
Search online: Search our entire database for opportunities anytime.	✓	✓
Get a head start: Get alerts early for extra time to craft the perfect response.		✓
Support	email	email
	Sign Up	Sign Up



Bottom right, you'll find the FREE offering...

Sign-up, and you'll receive three email alerts *every day*, covering a whole range of requests for information from journalists. Be PATIENT, though.

After a couple of months, you *then* become eligible for Alerts by SPECIFIC area-of-interest and expertise- with easy-to-follow instructions to help you respond to queries in the industry-categories where YOUR expertise is put to best use, and ONLY the categories that are relevant to you.

Oh, and even better? They're creating an area where reporters will be able to post their finished stories, so you can see whether or not you've been 'quoted'!

But right now, you're just a fledgling operation – will *anyone* be interested in you? SURE – if your INPUT is valuable.

Well, THIS company DOUBLED sales after a HARO item was published



How cool is that?

Of course, you may already have your OWN useful-ways of finding bloggers, journalists and publications. If so, and you think others would benefit, let me know and I'll add them to these handout-notes. That way, everybody wins.