

SourceBottle

THE EXPERT PROFILE CHEATSHEET

- Zero Time?
- Need Exposure to Journalists and Bloggers?
- Want to be Recognised as an Expert in your Field?

Outsource the PR legwork - Get an Expert Profile for just \$25/month



CaseStudy

My experience with an Expert Profile

Expert Megan lemma

Company Tech Coach HQ

Expert Profile Activated Late 2013

Q: Tell us a little about you and your business.

I run Tech Coach HQ, which is a niche business technology coaching service. I help transform and empower individuals to use technology, (particularly their mobile devices) to be more efficient and effective in either their business or workplace. I also love keynote speaking and am currently writing a book on using your mobile device efficiently in business for corporates and SMEs.

Q: What do you love most about the service?

I love that my requests get picked up by journalists more often. There's definitely been a greater uptake after I activated the expert profile.

Q: What has the Expert Profile achieved for you in terms of coverage and relationships with journalists/bloggers?

I've developed a better relationship with journalists, and seem to appear in more sections now. Often there's a word of mouth referral among journalists, which has helped, too.

Q: What advice would you have for others creating an Expert Profile?

Make sure you're using the keywords well, and that they describe your core business accurately.

Q: What's the best thing to come from the Expert Profile for you?

Probably two of the articles that I've had in The Age. They seemed to do really well, and were even syndicated in New Zealand.

Thanks Megan!

SIGN ME UP!

ACTIVATE...

my SourceBottle Expert Profile now

More media exposure, less time and just \$25/month

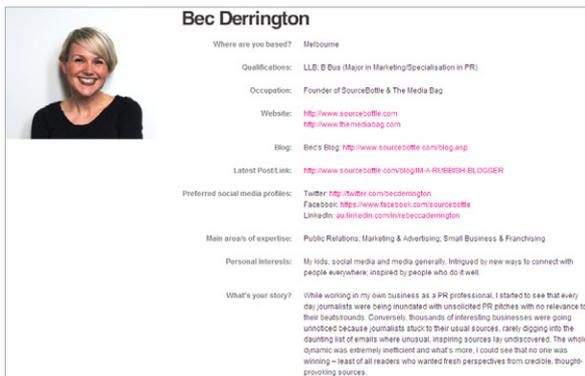


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What is an 'Expert Profile?'

An Expert Profile is your own personal comprehensive background that sits on the SourceBottle site and automatically sifts through every single call out to match you with relevant requests. **It will link you to journalists/bloggers 24 hours a day, seven days a week;** giving them a more complete picture of who you are. This can prove to be a significant advantage for a journalist/blogger trying to choose between a number of sources, including those without profiles. Your profile can help 'sell' you as the most appropriate source for their story. Your profile is not searchable by anyone looking for you via Google.



Here's an extract from SourceBottle founder Bec Derrington's Expert Profile.

Why should I have an Expert Profile? What are the benefits?

Your 'Expert Profile' gives you distinct advantages in your efforts to be recognised and quoted as an 'expert source' by journalists/bloggers.

In a nutshell, if you create an Expert Profile:

- You'll be able to sit back while your Expert Profile is pitched to journalists/bloggers looking for experts with your credentials and expertise, reducing the amount of work you need to do for a result.
- You only have to enter your profile details once.
- Your correct contact details are included

every single time, making it easier for the journalist/blogger to get in touch with you.

- You will submit a more comprehensive response every time.
- You'll provide journalists and bloggers with a 'trusted' link to view your profile.
- You can offer up more background information, including your profile pic, to help sell your story.

How does it work?

Having an Expert Profile gives you THREE distinct advantages.

1. When a journalist or blogger posts a 'call out' via SourceBottle, we'll search through our Expert Profile directory for keywords that best match the journalist/blogger's keywords, and pitch those matched Expert Profiles on your behalf.
2. We pitch you first. The journalist/blogger is pitched your Expert Profile as soon as the call out is published by us. Sometimes, this can be hours before everyone else receives the call out in their Drink Up! Alert, giving you a significant time advantage. And if you don't get to the Drink Up! Alert at all that day, you don't have to worry, because we'll pitch your Expert Profile in response to relevant call outs anyway.
3. Your Expert Profile will auto-attach to every response you send (as long as you're logged in when you respond), making it super easy to offer up a detailed response in no time at all. This gives journalists/bloggers a more complete picture of who you are.

I'm a PR Professional.

Can I sign up each of my clients to an Expert Profile?

Yes, you can and it's likely they'll thank you for being granted access to appropriate media opportunities.

If I have an Expert Profile, should I still respond to relevant call outs?

If a call out appeals to you, then yes, most definitely respond. After all, since you don't

know which keywords the journalist/blogger has used in their search, you can't be sure that your profile has been pitched to them. That makes responding as well a little like an insurance policy.

Your Expert Profile will auto-attach to your response, meaning you can keep your response brief, saving you time. You may even get lucky and hit the journalist/blogger's inbox twice, increasing your ability to attract their attention.

	
John Smith Graphic Artist	Janet Jackson Publisher
Where are you based? Melbourne	Where are you based? Melbourne
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View Profile	View Profile

How do I create a killer Expert Profile?

We can help you get the most out of your profile, so it really packs a punch. In preparing your Expert Profile, here are some tips to make it work hard on your behalf.

1. Use a great profile picture. A professional headshot is one of the easiest ways to draw a journalist/blogger's attention to your profile. It also adds credibility to your pitch.
2. Double check your contact details are accurate. Be sure to include as many contact details as possible, including social media profiles you're active on.
3. Make sure your qualifications, expertise and experience are clearly set out in the relevant fields, and that no fields are left blank.

4. Include full website and landing page addresses (eg <http://www.yourwebsite.com>) to make it easy for a journalist/blogger to 'click through' to an active link.
5. Tell your unique story succinctly. If you're stuck, consider hiring a professional writer to identify the most interesting angle of your story and write it for you.
6. Don't try to be all things to all people. If you're an expert tax accountant, say that. If you're a marriage counsellor, explain that, rather than trying to get pitched in response to call outs for more general counsellors.
7. Consider whether your geographical location is relevant. If you're a tour guide based in Melbourne, then yes. But if you're a national expert in your field, the fact that you're living in the Blue Mountains isn't necessarily worth including. In that case, indicate a larger geographical area, like New South Wales or Australia.

How does the keyword matching process work?

Your keywords are the cornerstone of the matching process. It's an 'exact match' system, so it's really important that you separate each keyword/keyword phrase with a comma and use various words that describe your expertise.

To ensure that your profile is matched, give some thought on the terms you think a journalist/blogger would use when searching for someone with your expertise/experience. A simple way to do this is to enter the first word or two of your work description into a Google search and review the various keywords that appear in the drop-down menu. Also, think of as many abbreviations that could be used and include them in your keyword list.

There's no limit to the number of keywords you can use, up to the character limit of 100 (including spaces). The order in which you place keywords does not determine the order by which you are placed in the email pitched to journalists/bloggers.



• **ACTIVATE...**

[my SourceBottle Expert Profile now](#)

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Drink Up!

The SourceBottle Alert

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“ While you’re waiting for responses to your call out, we’ve found a few experts who might be able to help.”

Cheers!

Bec Derrington

SourceBottle Founder



We've suggested these experts as their profiles have keywords that match your call out. Feel free to view their Expert Profile and contact them directly.

Remember, you don't want to spam journalists or bloggers with your profile if it's irrelevant to the story they're working on. After all, journalists/bloggers are more likely to take you seriously if you're a good match for what they're looking for.

Consider keywords carefully. You want to ensure your profile is only pitched for stories looking for experts with your expertise. Try to restrict general terms to one or two so your profile isn't being regularly matched to call outs that aren't relevant to you.

How specific should my keywords be?

Your keywords should be as specific as possible. For example, if you were to have the word 'tea' in your keyword list, but the journalist/blogger enters 'tea tree oil', your profile will not be selected. Likewise if you use the term 'HR' but the journalist/blogger enters 'human resources', you will not be matched to the journalist's call out. Instead, someone working in HR should consider including: HR,

human resources, employment, employment relations, recruitment, workplace and workplace management in their list of keywords.

If I'm trying to promote different arms of my business or have more than one businesses, should I have separate profiles for each?

Yes, in this case, having two separate Expert Profiles is probably a better option for you. Display true depth of expertise and experience by highlighting one key area of expertise, rather than trying to broadly cover the field.

How long does it take before I should start seeing results?

Like many things, the most important ingredient when it comes to getting publicity is patience. The longer you play and the more hats you throw in the ring, the more likely you are to get results. Also remember that news cycles are fickle, so stick with it.

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How can I tell if my Expert Profile is being pitched to journalists and bloggers?

When you login, you can click on 'Edit Expert Profile' for a full update on the number of times your profile's been pitched to journalists/bloggers, and the number of times your profile has been viewed by journalists/bloggers. If there's a big discrepancy between the two numbers, review your keyword selection, as the terms you're using may be too broad.

Does the journalist/blogger get access to my email or telephone number?

No - they can only respond via SourceBottle, so make sure your contact details are accurate, and that you're including an email address that you check regularly.

If I don't see results within the first few weeks, should I cancel my Expert Profile?

That's entirely up to you, but remember, this is a process that takes time and is often simply a numbers game. You need to be realistic. If you get awesome coverage for your business once a year, it's well worth it, especially given the fact that an Expert Profile will cost you almost nothing when compared to the retainers charged by PR firms trying to achieve the same outcome. (In fact, the cost to have your Expert Profile pitched on your behalf to the media for a whole year is less than what many PR professionals charge per hour.)

Many of our Expert Profile members find they get called by journalists and bloggers once or twice a month and this is likely to increase as the value-added service becomes better known.

Are there any lock-in contracts?

Definitely not. There are no minimum periods and you can cancel your subscription at any

time (via PayPal) and no further payments will be deducted.

If you do choose to cancel your Expert Profile subscription, as long as you continue to stay subscribed to the free service, the Expert Profile you created will be waiting for you should you choose to reactivate your subscription in the future.

Edit your 'Expert Profile'

Your Profile Stats

Page views:	52
Sent to call outs:	91



Profile Photo: No file selected.

Once it's completed, should I revisit and edit my Expert Profile?

Most definitely. Your Expert Profile should be a 'living' profile that is regularly updated and tweaked to ensure you get the best results. Check in every other week to see the stats and consider what improvements might heighten your chances of success.

If you've got any more questions, please drop me an email at contact@sourcebottle.com

Good luck!

Bec Derrington

Bec Derrington
Founder, SourceBottle.com



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