

How to Get Major PR Exposure Without Major Media

By [Josh Steimle](#), Writer, Speaker, Entrepreneur at MWI, Forbes, Mashable & TechCrunch

I've written 200+ articles for major publications like Forbes, Mashable, TechCrunch, and Time. Based on the number of pitches I receive every day, I know there is a lot of demand for the credibility, influence, sales, and fame that come with getting featured or mentioned in a major media publication. The problem is it's hard to get into those outlets. But what if you could get all the benefits without needing to bow down before the altar of mainstream media? What if you could do your own PR? What if you could do it at little or no cost? What if you could get even better results on your own than if you got featured in a major publication? This presentation shows you three ways I've done just that, and I walk you through the basics of how to do it for yourself using LinkedIn Pulse, BuzzFeed Community, and SlideShare.

This presentation was originally delivered at Malaysia Social Media Week on 9 March, 2016.

[How to Get Major PR Exposure Without Major Media](#) from [Josh Steimle](#)