EXPOSURE HACKS

Checklist | The CNN Hack

CREATE ACCOUNT

- ❑ Go to http://ireport.cnn.com
- ❑ Click on “SignUp/Sign In”
- ❑ Fill Out Form
- ❑ Submit

PLANNING ARTICLE

- ❑ Decide on general topic of article by looking at main news topics on:
    - ❑ DrudgeReport
    - ❑ Google Trends
    - ❑ CNN
    - ❑ Yahoo News
- ❑ Google general topic to find existing articles that cover it
- ❑ Decide on article(s) that adequately cover the topic to use as source material
- ❑ Bookmark or save links to each article

CREATING ARTICLE

- ❑ Find outsourcer to rewrite the source material into a news-style article. We use WritersAccess.com
- ❑ Email writer the links, and ask to have them rewritten into a unique 400-word article

- ❑ Add in 1-2 quotes from the person wanting to be positioned as an expert

- ❑ Find and add an image
  - ❑ PhotoDune.com
  - ❑ Dreamstime.com
  - ❑ DollarPhotoClub.com

SUBMITTING ARTICLE

- ❑ Login to iReport.CNN.com

- ❑ Click the “Upload” link at the top right of the page

- ❑ Enter article content
  - ❑ Enter Title
  - ❑ Enter Description (main content) no HTML formatting
  - ❑ Enter Tags (optional)
  - ❑ Click “Browse” and upload photo
  - ❑ Enter Location information (optional)
  - ❑ Click “YES” to Terms of Service
  - ❑ Click to Share on Facebook (Optional)
  - ❑ Submit