

# Make No Mistakes, Capitalize on Publication

By Amanda Miller

Publishing an article is a formidable and potentially rewarding marketing activity, yet all too many successful article authors fail to participate much, or at all, in the process during the time period FOLLOWING publication. Consequently, such authors end up missing out on their article's most powerful benefits, an omission that serves to hinder not only the business success of their article but the growth of their organization as well.

Listed here are 10 common mistakes made by people who publish articles. Take care to avoid these mistakes and your business and career will be enhanced by the prominence, recognition, and credibility that publishing an article is capable of delivering, simply by activating certain post-publication procedures.

## **Mistake #1) STORING YOUR PUBLISHED ARTICLES IN A FILING CABINET**

Office space is a common issue all professionals face on a daily basis, overwhelmed as we are with the abundance of information thrown at our desks such as unread e-mails, notes from meetings and business cards. In our zest to clear away our desks, heed this warning! The last thing you should file away when cleaning your office is the article you have

recently published. Storing your article in a filing cabinet will cause you to forget about it, preventing you from showcasing your work to clients, prospects and colleagues.

## **Mistake #2) NOT LETTING YOUR CLIENTS KNOW YOU'VE PUBLISHED AN ARTICLE!**

Now that you've published an article, don't just sit around and wait for something to happen. Tell everyone about it, announce it via email, bring copies to your next meeting or event. Let everyone know!

## **Mistake #3) FAILING TO PUT YOUR ARTICLE ON YOUR COMPANY'S WEBSITE**

It's great that you've written an article, and it's wonderful that it's been published. But failing to post your article on your company's website leaves you at a tremendous disadvantage. Viewers of your website will want to see that you've become a thoughtleader and expert in a specific subject. Your website is the perfect place to showcase your work and expertise.

## **Mistake #4) FAILING TO MAKE YOUR ARTICLE EASILY ACCESSIBLE**

OK, so you HAVE posted your article on your website. That's great... but where? Don't stick it



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someplace where nobody can find it. An article that's hidden or too hard to find will benefit neither you nor your business development efforts. Create a special section for showcasing all your published work, and place a link to that section prominently on your home page. Make it easy for your clients and contacts to find, view and read your published articles.

## **Mistake #5) NOT INCLUDING YOUR PUBLISHED ARTICLE IN YOUR COMPANY'S NEWSLETTER**

Many professionals send out a newsletter periodically, containing information on company services, upcoming events, success stories, personnel. However, can you name one thing most companies forget to include? You guessed it... their recently published articles!

Instead, make such articles the highlight of your newsletter. After all, getting an article published is really a big deal! Your clients, contacts, friends, and family want to know... and they'll want to read it too!

**Mistake #6)  
NOT ORGANIZING EVENTS  
AROUND YOUR ARTICLE**

Many companies will only tell their clients and friends a little bit about their article, then leave further details out of the conversation. Don't do this! Gather your clients together for an event or conference, sharing your article with everyone who attends! Print out copies of your article, hand them out, and share the details of what you published in a presentation. People will want to hear more about your article's topic, and who but you is the most expert person to tell them?

**Mistake #7)  
NOT HAVING YOUR  
ARTICLES ACCESSIBLE TO  
CLIENTS AT ALL TIMES**

When clients come to your office, or when you visit them at theirs, have your published articles readily available or in a public spot. Put them in the waiting room, place them in a corporate folder, or frame them and put them on your wall. At a meeting, conference, or interview, hand out your article to everyone. Doing this allows prospects to obtain their own personal copies of your firm's thoughtleading ideas and advice, enhancing your expertise,

**Mistake #8)  
NOT ADDING YOUR  
ARTICLES TO YOUR  
BROCHURE OR CV**

Many people who publish an article forget to include it in their brochure or curriculum vitae. Often, they store the article away (see Mistake #1!), and as a result fail to insert it as a credit in important biographical documents. Yet resumes and brochures are perfect places for including mention of articles. They allow such documents to be different than the 99% of your competition, i.e., people who have never ever published an article.

**Mistake #9)  
NOT SHOWING YOUR  
ARTICLES TO PROSPECTS**

Many people will be unfamiliar with your company's business, services or objectives. As these prospects approach you, don't simply tell them what your expertise is... show them your article! Pull out your article at a sales meeting or at a networking function. This will elevate your credibility and underscore your thoughtleadership.

**Mistake #10)  
FAILING TO PUBLISH  
FUTURE ARTICLES**

After publishing one article, many new authors don't bother to participate in writing again! Your first article will likely be the hardest, quite possibly the most nerve-racking, so once you've gotten started, don't stop now! Editors will want more articles from you, and you should take advantage of this opportunity. The more credibility you create via more articles, the more your target market will see you as a genuine thoughtleader. You did it once, now let's go do it again!

Writing an article by itself is a great achievement. By taking various steps AFTER you publish, you'll capitalize on this achievement and attain even greater success. Avoid the above mistakes so that publishing articles will prove an effective business development strategy for you, one that will reap continuing rewards for all the days and years of your brilliant career.