

# LEVERAGE YOUR PRESS



**Extend your 15-minutes of fame.**

Don't underestimate the perceived third-party endorsement that the media offers.

01



## POST IT

- To your website
- On your social media channels

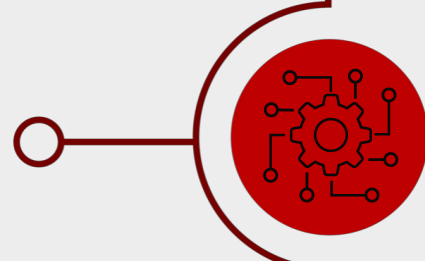
## SELL CREDIBLY

- Talk about it
- Display it on your wall
- Take it with you on calls



02

03



## EXPAND

- Elaborate on the topic on your blog
- Share expanded view to social media

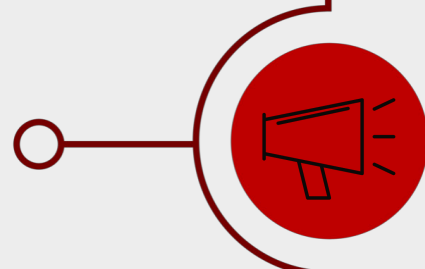
## EMAIL IT

- To everyone on your lists
- Share with sales for their distribution



04

05



## FEATURE IT

- In meetings
- At industry shows

Put your press to work.