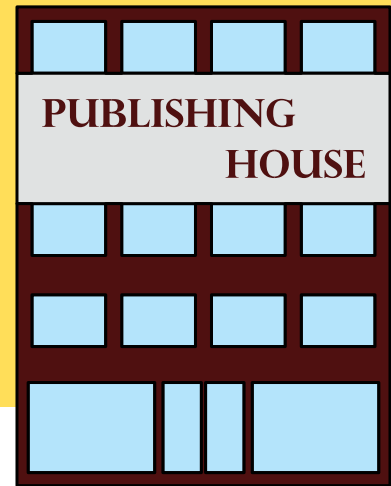


# Getting Published

## Women In TPRM Leadership Ladders



Many professionals may not see the benefit, at first, of getting published.

*I'm just a [job title] at [company], why does it matter if I write a few blogs or not?*

Getting published is important for career advancement. It is a way of not only showcasing your skills, but also sharing your knowledge and educating others in your field. Here are a few reasons why getting published is important:

- 1. Increases Your Credibility:** Having your written material travel to other networks grows your personal brand and expands your credibility in your field. The better known you are in a particular field, the more likely it is that people will come to you as an expert to be consulted in the future.
- 2. Builds Your Reputation to Organizations:** Organizations want to recruit great talent. What better way to know if a person has talent than to read about what she/he has done? Publishing can lead to interviews and job offers, as the work can showcase your experience, expertise, and knowledge which would benefit organizations.
- 3. Makes You a More Effective Job Candidate:** Putting different publishing credits on your CV or resume sets you apart from other candidates in your career field. For example, consider the difference between these two candidates:
  - a. Candidate 1 has a degree in project management.
  - b. Candidate 2 has the same degree. Candidate 2 has also been published and has done project management speaking engagements.

Which expert would you consult if you had a significant problem in that field? Which person would be more likely to be hired?

When you invest more time in your personal brand and reputation, you may experience more career-related opportunities. By being a great candidate who has built up a solid reputation in a career field, your chances of being hired will improve.

### **So, how do you write effective articles that get published?**

Writing articles for publication outlets is a challenging and highly competitive activity; however, if you take a proactive approach to your research activities before submitting, you'll have a better chance of success.

## **TIPS FOR GETTING PUBLISHED**

Everyone wants to know how they can get their articles noticed in the endless expanse that is the internet. Whether you're running a business, hoping to expand your network, seeking to knowledge-share, or enhancing your credibility in your field, you want your content seen.

Most people think that there must be some kind of trick to it. There isn't! You don't need to be a part of a team that writes hundreds of articles a day. You don't need to pay for views or hack any systems. There are a ton of simple and free things that you can do right now to make your content stand out and get noticed. Here are the simplified tips most often shared:

- Write shorter articles. Ones that take 6–8 minutes to read are ideal.
- Publish frequently.
- Publish on weekdays.
- Find a great featured image.
- Keep your paragraphs short.

But remember to always pay attention to what works best for you.

## **CONTENT IS KEY**

**Write About Something You Care About:** Writing about a topic heavy on people's minds is always great, of course, but make sure the topic appeals to and interests *you*. Write something that you care about and take your time with it. Put your heart and soul into it and then load it up with fun visuals.

**Don't Try to Write Everything at Once:** You have a lot of ideas; that's great! However, choose one and save the others for future articles and projects. There's nothing worse than trying to fit all of your ideas into one article. You'll confuse your readers, and your topic won't be clear. Not to mention that rejection might occur more often than if you spent time writing a good article accordingly.

Consider writing multiple articles that you can plan on publishing later. Improve each one as you receive feedback from reviewers and perfect your writing process.

**Edit, Edit, Edit:** Now spend as much time editing that thing as you did writing it. You can download Grammarly for free to give your pieces a quick look-over before submitting!

**The Title:** Spend as much time working on the title of your post as you did writing and editing your post. The title can make or break you. You can look at headline analyzers (like [CoSchedule](#)) or just pay attention to which articles you actually click and read throughout your day.

Take the time to visualize what your article and title will actually look like to readers.

Would you click on that? Does it say what you want it to say? Does it accurately represent your content? Did you include a power word? Did you go too far and turn it into clickbait? How does your featured image look? Is it interesting and exciting?

### **RESEARCH THE PLAYING FIELD**

Write out your title and then Google it. Look at the results. Do you get a zillion hits? Are you ready to compete with that? It's tempting to want to use keywords that get billions of links, but are you sure you can rank there? They say if you're anywhere past page two of a Google search, your article may as well not exist.

### **KEYWORDS**

If you're using a keyword tool, you want to stay in the middle of the road. You're looking for keywords that a lot of people are looking for, but not ones that absolutely everyone is writing about.

The most important thing to keep in mind is that you are joining thousands of other people who are putting their hearts and souls into their pieces and then tossing them into the vast, gaping void that is the internet. Your job is to help people find what you've written.

### **COMPLEMENTARY IMAGERY**

While it does make sense to use a featured image that works with your article, you don't need to find an image that literally represents the content that you've written. Find an image that evokes an emotion that works with what you've written. Find an engaging image that makes someone want to get more information. That can be even more powerful than a literal representation of your content. Check out [Pexels](#) and [Pixabay](#) for free stock images, and always be sure to properly credit your image sources.

### **WHITESPACE**

Whitespace is your friend. You want short paragraphs with lots of whitespace.

### **LINK TO YOURSELF**

Make sure you provide links at the end of your piece for readers to further connect or locate more content by you.

## **PAY ATTENTION TO HOW YOU INTERACT WITH ARTICLES AND STORIES**

Search for something on the internet and pay attention to what you do. Do you click on clickbait titles or do you avoid them? Do you read through big walls of text, or do you like short paragraphs and interesting pictures? Every time you like something that you've read, do you take a bunch of time to hunt for the writer? Make life easier for your readers and they'll almost certainly make life better for you.

## **FIND COMMUNITIES & SPECIAL INTEREST GROUPS INTERESTED IN SIMILAR TOPICS**

You wouldn't only want a specific community or group to read your article, right? After all, you're doing this for a reason - to further knowledge and share ideas. Therefore, get involved in communities of like-minded people interested in similar topics as you.

Don't be shy. Ask others about journals, publishing tips, and research writing hacks. You'll gather a lot of quality information and make friendships that may last a lifetime in the process. Who knows, you may even get inspired to write about something you learn about.

[Join TPRA to connect with hundreds of TPRM professionals across various industries and at varying levels of maturity.](#)

## **FIND A PUBLICATION**

If you want to be seen, you probably want to submit your work to a publication. That makes all the difference. It can be hard to have your pieces approved and published in large publications when you're new to this. Don't be afraid to start with a smaller publication. Conduct research to find the publication that's right for you, and ask peers for advice.

When you have great, well-edited content with images and a great title with an eye-catching featured image and solid tags, go ahead and publish it. Congratulations!

Now what?



## **SHARE IT!**

Get out there and share that article! Put it on social media. Link to it everywhere and ask your people to like it if you're new at this. I know that's no fun, but I promise you that after your story has about 50 likes or so, the likes come a lot easier for people. No one wants to give the first few likes, so beg, borrow, and steal them if you can. You won't need to do this forever.

Think about the places where you can share your posts. Put that link on Facebook, Twitter, and LinkedIn. Put it on Instagram or Pinterest if that makes sense. Are you in any online groups where your link might be appropriate? Submit to Hacker News if your post is tech-related. Reddit, Stumble Upon, and Digg are always out there for sharing.

## **KEEP WRITING**

Whether you publish once a month or ten times a day, keep writing. The more often you can put good pieces out there, the more people will find you and read what you've written.

When you finish a piece, take a minute to celebrate and then start the process over again.

## **GET PUBLISHED ON THE TPRA SITE**

If you're at this stage in the Leadership Ladders, then there's a good chance that you're just the sort of go-getter that we want writing for us! TPRA blogs follow these simple rules:

- Align with our monthly themes
- Around 1,000 words
- Written specifically for TPRA
- Are not product-specific

Pretty easy right? Email Meghan at [meghan.schrader@tpassociation.org](mailto:meghan.schrader@tpassociation.org) with any questions, topic ideas, or completed blogs to have your work published and shared with hundreds of TPRM professionals across various industries through our website and socials.

## **SOURCES & ADDITIONAL RESOURCES**

- [How to Write and Publish Articles That Get Noticed by Anne Bonner](#)
- [5 Strategies for Publishing an Article by Orvium](#)
- [Getting Published is Important for Career Advancement by Doctor Robert Gordon](#)