



DEDICATION

For my NoiseMaker Squad & Media Maverick Nation

Y'all are my phenomenal band of misfits who are just crazy enough to believe that we can change the world making noise about our various lanes of genius.

You guys let me pour into you everyday and fully embrace the insanity of your TeeJ while putting up with my shenanigans.

I thank God for you because you give me my “why” on the days I want to quit and go back to being a TV Editor.

Thank you for letting me into your hearts and letting me be a
S.A.P. (Somebody's Answered Prayer)

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TaJuan 'TeeJ' Mercer

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Edited by T. Faye Griffin

WanHawk Media

13351-D Riverside Drive, Suite 145

Sherman Oaks, CA 91423

Visit us on the web! **www.MediaMavericks.TV**



WHAT'S ALL THIS NOISE ABOUT?

Hey-Hey, Future Noisemaker!

Yep, I'm talking to you!

You see, I firmly believe if you have landed on this quick guide, and have taken the time to download it, then you are definitely on your way to becoming a full-fledged Noisemaker.

Do you want to be the best-known expert in your industry?

Sure you do!

Listen.

This book is all about making MASSIVE noise in these media streets.

When you know you are the answer to somebody's prayer or that you have the solution to someone's problem, you have a RESPONSIBILITY to make some NOOOOOOOOOISE! Unfortunately, there are three publicity myths that plague authors, experts, coaches, consultants, and business owners, preventing them from getting noticed by the media.

Do you believe in order to land media exposure you must:

1. Be a celebrity
2. Hire a publicist
3. Have tons of insider connections

Well, the first two are completely false. But the third myth is only half true.

It does help to have at least one insider connection. And guess what?

You do. You're holding her guide in your hands. This guide will let you in on the one secret that could have you making some noise in the media streets quickly.

- What if I told you that it is possible to write a blog that will immediately propel you into the media spotlight and possibly give you a place on the national media stage?
- What if I told you one blog post could get you free publicity and bring hundreds, even thousands, of followers to your doorstep?

- What if I told you I'm going to teach you the one secret that earned one of my Media Mavericks Masters that coveted phrase, "As seen on ABC, CBS, NBC, and FOX," and she did it all by herself using the formulas I taught her.
- What if I told you one vlog might even get you offers to have a weekly segment on a nationally syndicated radio show?
- What if I told you you're about to learn the secret I used to book several of my clients on ABC, CBS, NBC, FOX, and CW?
- What if I told you what you are about to learn landed one of my clients an invitation to Ariana Huffington's new platform, Thrive Global?

And by the way, these examples are not just rhetorical questions. I personally know the people who pulled off these feats. I'll introduce you to them a bit later.

I am going to share with you how you too can become a "best-known expert."

Yes, you're welcome!

This guide is designed to help you understand the basics of the one secret that gets folks major media exposure and opportunities. I've witnessed it over and over.

And don't worry. Later, I'll also tell you how you can get a more comprehensive and detailed tutorial too, ok?



MY STREET CRED

Before we dive in, maybe it's a good idea if I told you WHY you should listen to me. I mean, I could be a perfect stranger just making up stuff, right?

Well, I'm your new best friend, TeeJ, and I have quite a few monikers that folks have bestowed on me:

The Chief NoiseMaker of Media Mavericks Academy

The Walking Exclamation Point

The Human Emoji

The Unicorn Princess

Dynamite in Glasses

But my two favorites are:

The Beast In The Media Streets and The World's Greatest Hugger.

As a TV veteran with over 20 years of experience in Hollywood as an award-winning TV editor, my resume is peppered with notable names such as **ABC, NBC, MTV, OWN, Bravo, Dreamworks Studios, The Walt Disney Company, The Tonight Show with Jay Leno, Access Hollywood, The Bachelor, Swamp People, Clean House, My Cat from Hell, LA Hair, and Bar Rescue**, to name just a few. Publicity and DVD features for gigantic box office hits such as **Shrek, Chronicles of Narnia, The Incredibles, Cars, Princess Diaries, Cinderella, and much more** are also in my arsenal.

So yup! I know media.

But get this!

My Media Mavericks and I are making some noise out in these media streets too.

We've been exploding with **dozens of TV, radio, and podcasts interviews on outlets such as ABC, CBS, FOX, NBC, Steve Harvey Show, Funderdome, The Doctors, and Dr. Oz, and we have been featured in Huffington Post, Psychology Today, Forbes, Redbook, USA Today, The Breakfast Club**, and a whole lot more.

Soooooo, have I convinced you enough to let me help you achieve your media goals?

If so, keep reading!



TEEJ, WHAT EXACTLY IS NEWSJACKING?

Is this you?

You've spent years in your lane of genius. Most days you can do in your sleep what other folks lose sleep over.

You slip in and out of expertise jargon without giving it half a thought. What you take for granted is just what someone else needs to get to the next level.

That's exactly how I landed on this secret. I never thought it was a big deal until last year, while chatting with a future Media Maverick during one of my "B-12 Shots of TeeJ" www.mediamavericks.tv/b12 strategy sessions, I showed her the expansive possibility of how she could use media to position her brand. At one point I offhandedly mentioned, "You should also look for opportunities to newsjack and position yourself..."

"Whoa Whoa Whoa TeeJ! Back up," she interrupted. "What do you mean, newsjack?"

I broke it down for her like this:

Newsjacking is simply hijacking a news story that can get you exposure. If you can figure out an angle that ties what you do in the world to the headline, you should pitch it to your local radio stations, newspapers, and/or TV stations, or at least let them know that you can speak on the topic.

Producers and editors love that!

Sidenote: When you help a producer do their job, you become a dream guest and will quickly end up on their speed dial.

At the very least, you should blog about the event you are newsjacking.

So back to the "B-12 Shot of TeeJ."

I could hear the receptors in her brain fire off. It was an aha moment and totally unlocked something magnificent. Her excitement exploded through the roof.

She abruptly ended our conversation with "OMG, TeeJ! I can't wait to hang up and brainstorm my newsjacking angles."

I swear it sounded like she was actually jumping up and down with glee.

Her response truly surprised me. I realized I needed to dissect this concept of newsjacking and teach it because it could be a GAME CHANGER for someone like YOU!

Newsjacking is actually a term coined by PR expert David Meerman Scott. He defines it as “The process by which you inject your ideas or angles into breaking news in real time in order to generate media coverage for yourself or your business.”

My spin on that definition is: “Newsjacking is the art of butting into a dang conversation to let folks know just how beast you are!”

If you are one of those people who will say to me, “TeeJ, I don’t watch the news,” I need you to understand something. To be a good newsjacker you have to watch the news and be up on social media trends. You can’t get caught slipping because you might miss a stellar opportunity that could change the game for you.



GENIUS NEWSJACKS

So by now you might get newsjacking in theory, but you know I'm not gonna leave you there.

Curious to see some real deal newsjacking successes?

Let's get into some practical examples. I want to introduce you to the folks I mentioned at the beginning.

Ilesha Coco Graham enrolled in my 30-Day "Make Some Noise Fest" challenge. Shortly after, she wrote a blog post the day after the 2016 Presidential election to express her opinion on Christian leaders' reactions to Donald Trump's win. She submitted it to the Huffington Post. The next morning, she awakened to HuffPost Religion, HuffPost Black Voices, and Yahoo News featuring her post. Tens of thousands of shares led to invitations to speak at colleges and conferences, and an offer to help with a documentary.

Dave Anderson, one of my Media Mavericks Masters clients (a DIY publicity program) is a business and branding coach. Dave is pretty provocative and in your face, so his moniker is "The Business Bully." He got ticked off when news broke of another unarmed black man being killed at the hands of a police officer. He went on Facebook Live and did a rant. Well, the producer of a nationally syndicated radio show got wind of his rant and offered Dave a weekly spot on his radio show.

Then there's my "Word Stylist," Apryl Beverly. She, too, is one of my Media Mavericks Masters. When Kanye West took to Twitter to ask Mark Zuckerberg for money—yeah, go back and reread that sentence—when Kanye went to Twitter to hit up Mark Zuckerberg, the founder of Facebook, for some coin, Apryl jumped quickly and wrote a newsjack called "A Lesson from Kanye West On How Not to Sell." It landed in the Huffington Post.

In full beast mode, Apryl also newsjacked the accused plagiary of Melania Trump's Republican Convention speech and landed on WHUR, a radio station in the #10 market in the country.

Is that enough?

No?

Okay! No biggie.

I've got more.

There's Chauna Payne, a hairstylist in St. Louis. When Kim Kardashian broke the internet—again—with her so-called new hairstyle called "Boxer Braids," I posted on my Media Mavericks Academy Facebook page (why don't you pop over and like it) <http://www.facebook.com/RealityTVCoach> a newsjack alert suggesting that hairstylists pitch a segment on "How You Can Rock Boxer Braids Like Kim Kardashian." Chauna pounced and messed around and got herself booked on FOX St. Louis!

One of my favorite newsjacks was executed by a now-popular blogger named Awesomely Luvvie. She is not one of my Media Mavericks, but I love this woman's writing. When Shonda Rhimes first came out with her hit show, "Scandal," starring Kerry Washington, it was a Thursday night ratings powerhouse. By Friday morning, Luvvie had newsjacked it and done the most hilarious recaps of the episode that had her readers in stitches.

Well, Shonda got wind of it and next thing we know, Luvvie lands a book deal for "I'm Judging You," and now she is everywhere! And it's probably worth mentioning that Ms. Rhimes bought the rights to Luvvie's bestselling book to turn it into a series. So yeah, a pretty darn dope newsjack, wouldn't you say?

One of my Facebook friends is noted psychologist Dr. Madhosingh. Her paid publicist had secured a featured expert appearance for her on KUSI in San Diego. Later, when Will Smith's movie, *Concussion*, came out and brought up concerns that the NFL had been watering down the drastic effects that concussions have on the brain, the station remembered her specialty and reached out to her to see if she would give an expert opinion.

This is a somewhat of a reverse newsjack. Had she been a Media Maverick, I would have had her newsjack this before they approached her. And because it was the perfect newsjack opportunity to showcase her expertise, I would have pushed her to pitch other outlets too.

Oh, I can't forget the newsjack I did for one of my Media Maverick Elite clients (my private media booking and coaching program) when I newsjacked President Trump's meeting with Canadian Prime Minister Justin Trudeau to discuss women in the workforce. Stephanie Chung is now an executive business coach who used to do \$1 billion (that's Billion with a "B") in annual sales in the private jet industry. I newsjacked and pitched a segment called "How Women Can Shatter the Glass Ceiling in a Trump Presidency." She got booked on ABC, CBS, NBC, and CW.

And I certainly can't leave out my Media Maverick Elites, Damian and Timeesha Duncan. They are a husband and wife team who specialize in building brands. When the news broke that President Barack and Michelle Obama signed a \$60 million book deal, I newsjacked and hit up news outlets with a segment on "How to Build a Brand as a Power Couple Like Lucy & Desi, Jay-Z & Beyoncé, and Barack & Michelle." Does it

surprise you that I got them booked? Yup! ABC, CBS, and NBC!

Ohhhh, but wait...

I've got a yummy one for you.

Shennice Cleckley, a mother of four, a baker, and a mompreneur, really makes me proud.

She is a resident of Columbia, South Carolina, and one of my Media Maverick Masters students who newscammed the anniversary of the Charleston Massacre. You might recall racist Dylan Roof, who went into a church and murdered nine black people. Because it brought up race on a major level again and reignited the phrase “Black Lives Matter,” Shennice submitted a pitch talking about the balance between “Black Lives Matter” and “All Lives Matter. She was motivated because she is the descendant of a white grandfather and black ex-slave grandmother.

Her newscam landed her in *The State Newspaper*.

Then, in another newscam coup, she was inspired by the story of a local teenager being charged with the attempted murder of her newborn baby by throwing it in a dumpster. Instead of vilifying the girl, Shennice pitched from the perspective of having been a frightened unwed teenage mother herself. She understood the fear that a hopeless young girl can face.

That newscam landed her in *The Times and Democrat*.

With a new confidence, she pitched local stations about her 100-pound weight loss journey and got picked up by CBS. That led to a segment on relationships on NBC and FOX.

A couple of days ago, my heart exploded when Shennice posted in our private Mavericks Facebook group how she had just solidified an interview on ABC, which means she now has landed the coveted four logos and has “As seen on ABC, CBS, NBC, and FOX” on her resume.

She cracked me up when she posted, “I have all the networks under my belt since grabbing the hem of TeeJ’s garment!!”

Talk about bursting with pride. She is the first Media Maverick Master to earn all four logos using the tools I taught her.

I was on fire the whole day, breakdancing and stuff because that's what I do. Hang around me and you will find I break out in a cabbage patch and a running man every time one of my Mavericks tells me they got booked.

Shennice's newjack success is pretty huge, right?

But wait.

I have another one for you!

Most Successful Newsjacking I've Seen

One of the most successful newjacks I've ever seen was by woman I met while speaking on a panel in Atlanta. Let me tell you something. When I heard her story, I couldn't wait to share it.

And get this.

She had no idea that she was even newsjacking! Her name is Nekisha Michelle.

Back in 2009, the Tiger Woods scandal broke and revelations of his countless infidelities surfaced. At the time, Nekisha was a social worker in Los Angeles whose side hustle was to help women in transition.

While everyone was harping on how and why Tiger could do such a thing, Nekisha had one question:

Who were these women who also participated in his infidelity?

She wondered what was going on with them that would cause them to choose to engage in an intimate relationship with a man who was married with children.

So Nekisha took to her blog.

To this day she still doesn't know how someone discovered it. But the next thing she knew, a TV producer in Los Angeles, the #2 market in the country, was ringing her phone asking her if she would be willing to come on the show to discuss it. She said "Yes," having no clue what to do or what to expect. She didn't know TeeJ, then.

Well, whatever she did, they loved it because guess what?

The segment went way longer than anticipated AND they asked if she would be willing to be their **go-to expert** and do a regular segment.

Like I said, she had a full-time job at the time, so she couldn't accept the offer. Had she been a Media Maverick, I would have impressed upon her how much of a golden opportunity this was and insisted that she figure something out.

However, that didn't stop other opportunities from coming Nekisha's way. Calls for relationship advice began coming in, forcing her to develop a course to help folks with relationship challenges. It was a success. She ultimately decided that she would take the leap, leave social work, and pursue becoming a relationship expert. She is now a certified matchmaker.

Her life is unimaginable, with media outlets now pursuing her expertise. Outlets like *Black Enterprise*, *Ebony*, *Upscale*, *Rolling Out*, *Success Magazine*, and many more, regularly seek out her advice or quote her. She's also been featured on national TV shows like *Flex & Shanice* on OWN, HGTV's *Crowded House*, and *The Queen Latifah Show*. Her reach has global impact, with international outlets seeking her out as well.

Meet Nekisha, the Ultimate Newsjacker

If you want to hear more details on Nekisha's story, just scoot over to my Facebook group, <http://mediamavericktv.info/FacebookLiveNekisha>. You'll get to hear more yummy nuggets that she dropped.

So, Future Noisemaker, now do you see how newsjacking can be a game changer?



NEXT STEPS ON YOUR NEWSJACKING JOURNEY

Now your assignment is to dive in and find how YOU are going to newsjack so you can BUTT INTO THE CONVERSATION with your expertise.

Keep in mind, you can newsjack just about anything for your brand.

- >Current Events
- >Social media trends
- >Movies
- >TV Shows
- >Politics
- >Controversy

This includes an opposing point of view to another expert.

If you're saying to yourself, "Wait a minute, TeeJ. I get newsjacking, but what in the heck do I do next?"

Great question.

Well, you have a few options:

--> Pitch your segment idea to media outlets such as ABC, NBC, CBS, FOX, radio, print outlets, and podcasts. (Remember I told you that folks call me "The Beast In The Media Streets?" Well, I ain't one to brag, but I am the one who can help you merge onto the media highway.)

--> Write a blog post to share and tweet. You want to write a blog that can land you in the prime position of "second paragraph." When news breaks, reporters covering it typically take to Google to find reliable sources. The first paragraph of their story usually covers the key details of the event—who, what, where, when, and why. However, they need something powerful for the second paragraph.

If your blog provides great content that adds other dimensions to their article, you could quickly become a go-to source they will use again and again. Sometimes you won't even know you've been quoted. Setting up a Google alert can help you keep track.

Remember Nekisha Michelle, the relationship expert I mentioned earlier? She was quoted in *Redbook* and didn't even know it until her Google alert popped up. How did it happen? The reporter came across her blog and pulled a quote.

--> If nothing else, write a post on Facebook, Twitter, Linkedin, or any of your social media platforms to get your point of view out there because journalists are hungry for help with producing the best stories.

Do Your Research

One strong word of warning though before you get to jackin'.

You must always...Always...ALWAYS...research and vet your story.

Now being that I am a huge fan of petty memes, I understand the temptation to take things at face value. However, do not just rely on someone's social media post, a meme, or one news source. Use multiple sources to ensure the accuracy of the story that you are newsjacking.

Be careful to watch the dates of articles shared on social media as well. You don't want to find yourself newsjacking an old, no-longer-relevant event and pitching it to a producer or editor.

You don't want your credibility destroyed, right?

Actually, I had to pull one of my Media Mavericks Masters' coattails on a meme she shared on social media. One part of the meme was accurate, but the second part could not be vetted, so she took it down.

I've often happened across a story online, clicked the headline that quoted what a person said, only to find that they were taken out of context. When I watched the video, I discovered it wasn't as bad as the writer made it out to be. All this to say, if there is a companion video, watch it to get the whole story so you don't go off jackin' stuff all willy nilly.

Check Your Sources

I was on Facebook this morning and noticed someone shared an article with the headline "Malcolm Jamal Warner Supports His Ex-wife Even After Ending Their Marriage." You might remember Malcolm as "Theo Huxtable," the only son of "Cliff" and "Claire" on *The Cosby Show*.

The article was on a nondescript website called *Celebritist*.

Photos from Malcolm's Instagram were referenced. They showed him and his "ex-wife," Tracee Ellis Ross, (star of ABC megahit, *black-ish*) and gushed how great it is to see them be such good friends after the divorce. The author even admitted they couldn't find

many details about Malcolm's life.

There's one glaring problem with this story.

MALCOLM AND TRACEE WERE NEVER MARRIED!

They PLAYED a married couple on the BET sitcom, *Reed Between the Lines*.

But get this. The article actually reads, "But what we do know is the fact that Malcolm Jamal and Tracee are still good friends and they were even seen in the series Reed Between the Lines."

So you see. The "facts" presented in the article were all based on erroneous information. The writer's reputation is now tainted.

Now because this site seems to be small, it might not be a big deal for the blogger. However, if you are out here newsjacking a current event and pitching news outlets, your reputation could be tarnished forever if you start with a flawed foundation of wrong facts.

So listen to me, Future Noisemaker! Save yourself embarrassment.

Vet...Research...Newsjack!

Noisemaker Squad Facebook Community

Don't forget to pop over to Facebook and join my Noisemaker Squad group. I'm always in there posting different #NewsjackAlert suggestions www.NoiseMakerGroup.com.



GET MORE TEEJ IN YOUR LIFE

Listen, Future Noisemaker, I'm all about showing folks how to MAKE SOME NOOOOOOOOISE in the media. As the Chief Noisemaker, I do this all day, every day. Because what I know for certain is people want a solution that works and that sticks. I want to walk the walk and show you the way.

So if you are stuck in the shadows and want to come into the spotlight, you can schedule your own “B-12 shot of TeeJ” to get a 20-minute LASER-focused STRATEGY session where you can pick my brain about ALL THINGS MEDIA. You can find that at www.MediaMavericks.TV/B12.

Noisemaker, teaching folks like you how to get BOOKED, get SEEN, and get HEARD on media outlets across the country is what I absolutely LOVE doing! Whatever you choose, I fully intend to pass by you one day out here in these media streets. Until then, just remember the NoiseMaker Squad and Media Maverick Mantra:

When you know you are the answer to someone's prayer or the solution to someone's problem, you have a RESPONSIBILITY to MAKE SOME NOOOOOOOOISE!

By the way, if you got a few aha's from this guide, would you do me a HUGE favor and leave a review on the website from which you downloaded so that others will know how yummy it is too? Don't be selfish. Share TeeJ, ok?

Don't forget to come play with us over in the NoiseMaker Squad on Facebook. www.NoiseMakerGroup.com. Do a search in the group for “#NewjackAlert” and you should see newjacking opportunities I have posted as suggestions for the Squad to newjack. Other noisemakers make suggestions as well.

Plus, keep an eye on your emails because I'll be sliding through to drop more tips on you.

My website is <http://www.MediaMavericks.TV> and if you want to drop me a note, shoot me an email to Coaching@iSeeMeOnTV.com.

If you're looking for me on social media, I hang out at @TeeJMercer.