

HARO TIPS

[HARO](#) (Help A Reporter Out) is a free tool/email database I use that connects journalists looking for information with sources (me and you!) who can provide relevant answers.

It is great for SEO and backlinks, improving PR and awareness, and building credibility.

It is simple - you receive a big list of email enquiries and then reply to the journalists. They feature the best replies in their publication (publications range from things like the New York Times and the Guardian to some random person's niche personal blog).

This can be useful for you for multiple reasons - you run a business, so you are considered an expert that can provide newsworthy opinions on topics related to your business. This in turn helps you build awareness among more people and build backlinks for your website (which helps you rank higher on Google).

Apart from the SEO benefits, HARO helps entrepreneurs establish themselves as authorities in their respective industries. When your insights and expertise are featured in prominent publications, it enhances your credibility and builds trust among your target audience. People are more likely to do business with those they perceive as experts in their field.

In my experience, while you do get some sales from your links and responses, the main value comes from building your backlink profile and improving SEO.

I have personally used this tool with my own businesses, and those of clients, to build traffic up well past 20k visits per month relatively quickly. Not huge traffic, but it certainly helps in the early stages.

While the tool is free to use, many people forget to factor in the value of their time. This is not free marketing. It costs you time to respond to the enquiries. That time may be better spent elsewhere at times.

The email is sent 3x daily and is ugly and can be difficult to navigate, the email looks like this but broken down into multiple topics each with different enquiries. [Each enquiry looks like this](#).

I sign up to specific categories to help reduce time demands and ensure relevant enquiries and I also use ctrl+f to find better quality enquiries quicker.

Lots of alternatives to HARO exist. #JournoRequests on Twitter is similar and good, usually the enquiries are from higher profile publications, but they tend to be more niche topics. I do sometimes use this to support the efforts. Qwoted is almost identical to HARO. Realistically, you only need to use 1 of these methods and I would only recommend using any of them in the early stages of your business (or SEO journey) to build backlinks.

Tips to get the most out of HARO:

1. Be quick
 - a. Both in terms of response time and in terms of answer length
 - b. Provide the answer to the enquiry in the first line of the email. E.g. I saw your enquiry about x. My advice would be x
2. Respond only to relevant enquiries
 - a. If you don't respond to any in a week, that is okay. Only respond when relevant
 - b. Consider cross-over and complimentary points as relevant. If your response can add value, send it.

3. Limit the amount of time you spend on HARO.
 - a. It can easily expand to hours per week on a relatively low-value task. Limit it. E.g. maximum 15 minutes per day. Limiting time like this means you will miss some good ones, but that loss matters less than what you gain from doing something more productive with your time.
 - b. If using the free version, use ctrl+f to find keywords in the email rather than reading every post. Not perfect, but massively speeds it up and is good enough
4. Be interesting & quotable
 - a. Give specific examples. Provide different angles.
 - b. Provide things pre-written as quotes e.g. x of x credibility said “quotequotequote”
 - c. Be easy for the journalist to copy and paste
 - d. Give complete answers, not “I will provide you more if you reach out”
5. Create a template for responses (you can find mine below!)
 - a. Use headings and bolding etc to make it easier for them to read quickly
 - b. Use the main enquiry as the subject line (e.g. “books everybody should read”)
 - c. Be personal, address the writer by name when possible
 - d. Provide the answer to the enquiry in the first line of the email
 - e. You will find that many enquiries ask for the same things. It is worth saving common answers to use as a template for future enquiries
 - f. Include everything they could possibly need regardless of whether they ask for it. That includes headshots, link to your site, your name, social media handles, contact email, etc.
 - g. Include your credibility. Tell them explicitly why they should consider you an expert on this thing (can be as simple as you run a relevant business, or awards you have won, or personal experience, etc)
 - h. Tell them to tell you when the piece is live as you will share it with your audience. Useful for your records and adds value to them (they want more readers!)

My HARO template

Subject Line: Books Every Man Should Read

Hi Jacob,

Saw your post on HARO asking for books Every Man Should Read. My recommendation would be Maverick! By Ricardo Semler. Reasoning below.

My book choice:

Name: Maverick!

Author: Ricardo Semler

Link on Amazon: <https://amzn.to/2ErJ8gR>

The reason every man should read it:

Maverick! Is a masterpiece that acts as an organisational bible for all who are or want to be entrepreneurs. Semler is the epitome of a leader and shows all of us how we can better lead a team. Although originally published in 1993 this book couldn't be more relevant to today. Lightyears ahead of its time, it explores organisational management policies becoming more and more commonplace and critical, like remote working or unlimited vacation time. A huge number of ideas are explored, explained, and evidenced in practice throughout Maverick!. A seminal piece from Semler that every business leader should fully embrace if they wish to attract top talent.

MY INFO

Name: John J D Munn

Position: Business Consultant

Company: John J D Munn

Website to link: www.JohnJDMunn.com

John J D Munn is a time optimisation expert, empowering entrepreneurs to work less and make more. Last year alone, John's clients saved 21,840 hours of work and created \$24m additional revenue after working with John.

Full media kit including pre-written bio, quotes, and photos available here:

<https://docs.google.com/document/d/1bPCLJnPJhFEFlnaF32vVj8-8Fj2od7oDqtdupfenj0Q/edit?usp=sharing>

Linkedin profile: <https://www.linkedin.com/in/JohnJDMunn/>

Contact email: John@JohnJDMunn.com

Website: www.JohnJDMunn.com

SubStack: <https://worksmartwednesday.substack.com/>

Send me a link when the post goes live and I will share it with my audience.