



How HARO ("Help a Report Out") Works

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How HARO ("Help a Reporter Out") Works

Being quoted by the media is one of the best ways to establish yourself as an expert in your field. Unfortunately, the average small business owner simply doesn't have the connections it takes to be on the radar of popular bloggers, never mind the mainstream media. But thanks to HARO (<http://helpareporterout.com>), those connections are no longer a necessity.

Publicity From Vocus

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Sources

No such thing as free publicity?

From The New York Times, to ABC News, to HuffingtonPost.com and everyone in between, nearly 30,000 members of the media have quoted HARO sources in their stories. Everyone's an expert at something. Sharing your expertise may land you that big media opportunity you've been looking for.

[Learn More](#) [Sign Up Today](#)

HARO stands for Help a Reporter Out. It was founded in 2008 by Peter Shankman as a Facebook group that connected journalists with sources. It later transitioned into a mailing list. HARO was acquired by Vocus, Inc. in 2010. In addition to the free mailing list, they began to offer paid membership options with additional features.

HARO boasts connections with over 100,000 news sources. Agencies that have used the service include FOX, ABC News, The Associated Press, The New York Times and The Huffington Post.

How it Works

HARO is free for reporters to use. All they have to do is create an account to start submitting queries. There are certain rules that apply. These include:

- The site for which they are submitting a query must have an Alexa ranking of one million or lower. Outlets that charge a subscription fee to users to view all content may not use the service.
- The reporter may not ask for content of more than 300 words.
- The name of the publication or website must be included in the query; however, the reporter may request that this information not be made available to sources.
- Only television station and verified print media representatives may request product samples, and all samples must be returned to the sender at the reporter's expense.
- Reporters may not ask sources for any type of monetary compensation, including compensation for travel expenses.
- All information from sources must be received by via the on-site submission process.
- Reporters can ask sources to appear in a video, but they may not ask them to submit a prerecorded video.

Reporters
Qualified sources, on demand!
Tap into the world's largest source repository with over 200,000 mainstreet and expert sources responding directly to your query on your terms.
[Learn More](#) [Submit A Query](#)

Anyone can sign up as a source and submit responses to queries. It's up to the journalist to decide whether each source meets his or her needs. All members receive PR opportunities via email three times per day and have access to email support, but you can pay for advanced level of service.

Paid memberships entitle users to certain advanced features. They can set filters that provide opportunities based on keyword preferences and create profiles that may be viewed by journalists. They can also search the online database for relevant opportunities and opt to receive text alerts. Advanced and premium members get alerts early and have the ability to set up additional profiles, and premium members are entitled to phone support.

Subscription Packages - HARO Publicity Alerts

Become a news source to get HARO Publicity Alerts from Vocus. You'll receive real-time media opportunities, straight from journalists on a deadline needing a source.

Choose Your Package: Make your HARO experience faster and better! Simply choose the package below that works best for you, and start getting Publicity Alerts today!	Standard \$19/month	Most Popular Package Advanced \$49/month	Premium \$149/month
Media Opportunities: Delivered to your inbox, three times a day.	✓	✓	✓
Filter your alerts: Opportunities that match your keyword preferences.	1 alert	3 alerts	unlimited alerts
Build a profile: Help journalists recognize you as a good fit for their story.	1 profile	3 profiles	unlimited profiles
Get text alerts: Alerts are sent right to your mobile phone.	✓	✓	✓
Search online: Search our entire database for opportunities anytime.	✓	✓	✓
Get a head start: Get alerts early for extra time to craft the perfect response.		✓	✓
Support	email	email	phone
	Sign Up	Sign Up	Sign Up

How to Get the Most out of HARO

HARO is a wonderful tool for gaining exposure for your business and establishing yourself as an expert in your field. It levels the playing field for small business owners who would otherwise have a hard time making media connections. Here are some tips for getting the most out of your HARO membership.

- **Consider a paid membership.** They start at just \$19 a month, which is within the budget of most small business owners. It's entirely possible to get publicity with a free membership, but the ability to search the database alone is worth paying for.



- **Respond as quickly as possible.** There are tens of thousands of HARO users, so if you see a query that interests you, it's important to act quickly. Waiting until later to respond could cost you a great opportunity.
- **Read queries carefully before responding.** Sometimes the requester asks for specific information. He will likely receive numerous responses, and those that lack the information he needs will probably be weeded out first.
- **Respond only to queries that are a good fit for you and your business.** If the reporter is looking for a source with qualifications that you do not have, move on to the next query. If you waste a reporter's time, he may delete your next pitch before even reading it.
- **Focus on what you can do for the journalist, not what the journalist can do for you.** Try to include all the information he needs in the initial response, and avoid asking questions until you've heard back unless you need clarification.
- **Resist the urge to tell your life story.** Reporters aren't usually looking for a full bio. Stick to the information that is specifically requested in your response. If they want to know more, they will ask.
- **Be sure to include your name and contact information.** This seems obvious, but it's an easy thing to overlook. Include a phone number if possible, because some journalists prefer communicating by phone rather than email.

Used well, HARO can gain exposure for your business that's far more value than any paid advertising. And once you've built a reputation as a reliable source, even more media opportunities could come your way.