

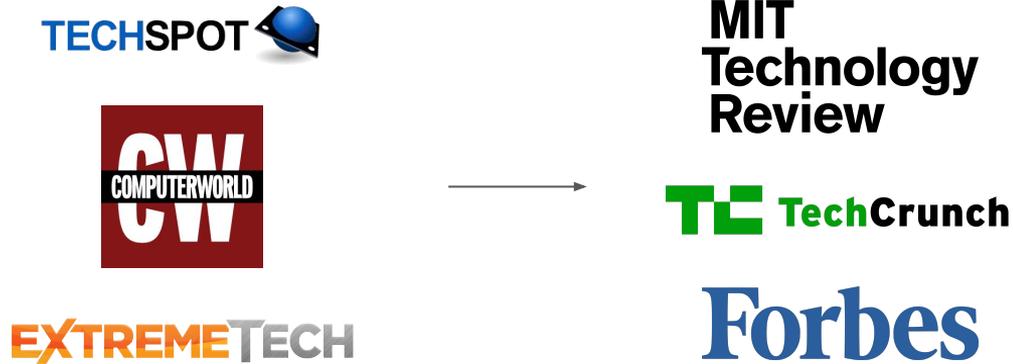
# How to place in Tier-1 publications.

(when you've never published before)

[www.HippoThinks.com](http://www.HippoThinks.com)

# Seeding

Publish in narrow, niche or trade publications that are relatively easy to get accepted, to create a thought leadership resume that parlays into higher-tiered publications.



# Why seeding works

An editor looks for 3 things: (1) is the author a credible expert? (2) is the author a good writer? (3) what's the easiest way for me to confirm #1 and #2?

While we wish editors would carefully examine your submitted article, in reality, they rely on past indicators (eg, have other editors accepted your work) to help make decisions.

- ✓ Past publications = you're a credible expert.
- ✓ Past publications = you can write well.
- ✓ Past publications = easier to verify the 2 points above than researching your resume, education, etc.

# Where seeding works

Google search “Eliot Gattegno,” an associate professor and one of Hippo’s clients, and you’ll find 3 Hippo produced articles return in the top 4 results under News ([Quartz](#), [TechCrunch](#), [AlleyWatch](#)). 2 of the 3 articles return in the top 10 under a general Google search. It’s super easy for an editor to verify Eliot’s credibility when pitching future articles.

Future Article



**Want to be innovative? Stop chasing 'the next big thing' and think ...**  
NBCNews.com - Nov 21, 2017  
The hunt for creativity has become one of the hottest pursuits of our uber-connected, uber-productive culture. But while the cult of creativity often ...

Seed



**Why mastery beats creativity—every time**  
Quartz - Aug 2, 2017  
The idea that comes out of nowhere. The eureka moment. If we could figure out how to get there faster and automate up the process, ...

Seed



**Creativity is overrated**  
TechCrunch - May 11, 2017  
Today's creative workplaces work hard to obscure the uncreative labor that makes them run. While "creativity" is presented as the panacea for ...

Seed



**Eliot Gattegno**

AlleyWatch - May 16, 2017  
Why Entrepreneurs Should Strive to Be Sensitive Entrepreneurs get lauded for a host of great traits—passionate! self-directed! high-achieving!

# Seeding leads to more seeding

If a reporter is searching for a new expert, they may start with a topic search on Google. Having previous publications increases your chances of being tapped for a quote or interview (and more seeding). Google search “protecting the environment and business” and Orvis, a Hippo client, will return in the top 3 results ([Entrepreneur](#)).

The image is a screenshot of a Google search page. The search bar contains the text "protecting the environment and business". Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Shopping", "More", "Settings", and "Tools". The search results show "About 172,000,000 results (0.38 seconds)". The first result is titled "Ways Business Can Protect the Environment" and includes a snippet: "Many businesses have realised that going beyond environmental compliance makes good business sense and can help improve your long term success. Reducing energy consumption, minimising waste, using raw materials more efficiently and preventing pollution can: cut costs and improve efficiency." Below this is a link to "Protecting the environment | Business Wales" with the URL "https://businesswales.gov.wales/zones/corporate.../environment/simple-ways-save-energy". There is also a "Search for: Ways Business Can Protect the Environment" section with "About this result" and "Feedback" links. Below that is a "People also ask" section with four questions: "How does environmental legislation affect a business?", "Why it is important to protect the environment?", "What does it mean to be environmentally responsible?", and "What do environmental organizations do?". At the bottom, there are two more search results: "Role of Business in Environmental Protection | Chron.com" and "Protect the Environment, Protect Your Business - Entrepreneur".

Orvis →

# Is seeding necessary?

No, but...

If you're looking for long-term success in media relations, in publication, and coverage, seeding will greatly increase your chances vs. if you were to chase after tier-1 publications as the first step.

To learn more: contact [sales@hipporeads.com](mailto:sales@hipporeads.com)  
or visit [www.HippoThinks.com](http://www.HippoThinks.com)