**A**rticles  
**B**ooks; Blogs  
**C**onferences; Collaborations with other experts  
**D**irect mailing  
**E**-book; Emails  
**F**acebook; Free Resources  
**G**oogle +; Google Hangouts  
**H**iring events; HARO (Help A Reporter Out)  
**I**nstagram; Infographic; Interviews   
**J**oint ventures  
**K**eynotes  
**L**inkedIn; Lunch & Learns  
**M**eetups  
**N**ewsletters; Networking  
**O**nline course  
**P**interest; Podcasts; Panels; Post on Guest Blogs  
**Q** & A  
**R**adio interviews  
**S**peaking   
**T**eaching; Training; Twitter; TV Shows  
**U**niversity speaking engagements; Udemy course  
**V**ideos  
**W**hite papers; Webinars  
**X** Tips; X Questions (X=10)  
**Y**ouTube  
**Z**oom video meetings