**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