



Show Notes

Episode 6: How to find experts and case studies

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) share their top tips for sourcing experts in a variety of fields and how to find case studies.

Finding experts on social media

- Instagram is great for sourcing interiors experts / fashion experts / influencers – use the 'message' function to make contact
- LinkedIn and Twitter are also ideal for doing wide-reaching call-outs / reaching out to experts for commentary on stories
- Facebook is good for finding case studies – whether you use your business Facebook page or do a call-out to your networks on your feed. People are often happy to help and connect you with others.

Also try these Facebook groups for finding experts

- [Georgia's Media Circle](#) (great for travel PRs in particular)
- [Freelance Jungle](#) (a useful resource for freelancers of all kinds)
- [Rachel's List Gold Community](#) (lots of advice for RL Gold members)

Other avenues for finding experts

- **Sourcebottle** – www.sourcebottle.com.au (can be very handy but be aware you may get a lot of irrelevant pitches)
- **Expert Guide** – www.expertguide.com.au (great for finding academics for quotes in stories and if you can't find someone via

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the search function, you can contact the site direct to put your call-out to the marketing departments of universities all over Australia)

- **Social Diary** – www.socialdiary.com.au (even if you're not a member they're great at doing journalist call-outs on their newsletter if you email them. We've found them good for finding PRs + case studies in health, lifestyle, beauty)
- **TravMedia** – www.travmedia.com (great for travel PRs)
- **Pressloft** – www.pressloft.com (a good resource for interiors writers; you can send requests to interiors PRs and source images and press releases)
- **Media Connections** – www.mediaconnections.com.au (send call-outs to find experts on a range of stories)



Expert Tracker - Rachel's List Toolkit

This Excel tool costs \$8.95 and is a great way to keep experts and case studies in the one place. You can keep notes on where you used them and list them under two specialties – making it easy to search for your experts next time you're writing on that topic.

For more info or to buy it [click here](#)

Hope you've found these show notes useful! Don't forget to rate us or [write a review](#) if you like The Content Byte – it helps others find us too. Thanks so much!

Cheers,
Rachel and Lynne

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