



10,000 unique visits on your site then focus on total page views, which should be roughly 20,000 - 30,000.

Something along those lines. Also try to speak to someone on the phone first and/or meet them before pitching them. It makes it a bit more personal and I have found more success that way.”

Annette White from <http://www.bucketlistjourney.net>

"Before you accept an offer to attend a press trip, make sure you understand exactly what is expected of you. Will you need to tweet, make Facebook updates and/or post photos to Instagram? How often? How many written articles are expected?

These expectations are important to know prior to attending so you can determine if you believe you will be able to meet them and do so with integrity.

Also, if you truly enjoyed yourself, go above and beyond those expectations.”

Robert Schrader from <http://www.leaveyourdailyhell.com>

“It might sound strange, but my best piece of advice when it comes to exchanging hotel stays for reviews is not to do it very often.

Hotel owners and managers often have very high expectations when it comes to what your review will entail, and unless you're getting a comp'd stay in a very