

CHANGE YOUR ATTITUDE...CHANGE YOUR LIFE

24/7 MEN

NEALE DONALD WALSCH

CONVERSATIONS WITH GOD

**Three Challenges
When Parenting
Your Parents**

Accepting the role reversal.

Estate Planning

Common questions about wills.

AUGUST 2017

NO
82

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A man in a dark suit, white shirt, and red tie is the central focus. He is surrounded by several hands holding microphones, indicating a press conference or interview. The scene is dimly lit, with a blueish tint. The man's face is not visible, only his torso and hands. One hand on the left holds a microphone, another on the right holds a microphone and a small electronic device. A hand at the bottom left holds a rolled-up document.

Nubia DuVall Wilson

SHOULD YOU HIRE A PUBLICIST?

WHAT ALL BUSINESSES
SHOULD KNOW BEFORE
HIRING A PUBLICIST

In general, a publicist can translate a businesses' key selling points to consumers in an impactful way, through reputation building via the media. It is a strong vehicle for adding legitimacy to a brand and awareness. Marketers say that consumers need to see or hear your marketing message seven times before acting. Public Relations (PR) can help get a business' message out multiple times in various media outlets that connect with their consumer.

Doing in-house PR takes a lot of time and most small businesses don't have the manpower to spare—nor the know-how. Public relations is a skill and it is very different from the skills needed to do marketing, sales or run a business day to day. Mid-size to Large companies often hire a PR agency as an extension of their internal team because they know the value of the additional support - from media contacts and wider insight into trends to making national campaigns succeed.

What questions should be asked to know if hiring a publicist is the right strategy for a business?

- Do I have anything newsworthy to promote? For example, a new item on

a restaurant menu is not newsworthy unless perhaps it is the first time this type of cuisine is being offered in the area.

- Am I ready to make a long-term commitment (six months)? Results take work and they don't often happen overnight.
- Will I make the time to deliver facts and thought leadership content? Hiring a publicist doesn't mean you hire them and then walk away. Time is needed on both sides to turn story ideas and pitches into coverage. The publicist is not going to be an expert on the business.
- Am I only relying on PR for my business plan? What is my overall business plan? PR alone cannot grow your business and does not always equate to sales. A marketing plan should be in place to deliver sales and revenue goals and the PR plan should be created simultaneously to create a 360-degree strategy.

What makes a good publicist and winning publicity strategy?

- They are constantly tracking the trends and newsmakers in their clients' industries
- They have good relationships with media and don't depend on email only.

They pick up the phone and know how to talk to a writer

- They can create news for clients even if there might not be any news at all through creative pitch angles.
- Being nimble and adapting their PR pitch to appeal to different media segments vs. trying the same pitch with every outlet.
- A winning strategy is one that has creative ideas, builds on the "why now" moment in time for media to cover the client, includes thought leadership tactics, and considers the current trends that are impacting news stories.

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