



Using PR & Publicity To Grow
Your Business

JUST GO WRITE



Signature Public Relations

What is Public Relations?

- Managing the flow of information between yourself and your publics
- Communication with the purpose of creating a favourable image
- Reputation: the result of what you do, say and what others say about you
- Communication in the interest of promotion
- Establishing & maintaining and good image

PR stands for press release?

- Publicity is one facet of public relations
- Persistence
- Time investment
- Newsworthy
- Audience



No- or Low-Cost PR

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Send an eZine

- Low cost – just your time, effort & production
- Perceived as an expert
- Receive business or referrals from others who see your name regularly
- Make it look professional – this is your PR, remember “favourable image”!
- Opt-in, Privacy Laws

Offer your product or service for free

- Letting others sample your business
- Giveaways
- JGW's Free Publicity Tips



Co-market with complementary businesses

- Share costs and prospect lists
- Grows your referral sources
- Who are they? Eg: JGW's include web designers, ad agencies, journalists.



Speaking Engagements

- Business, community and social groups
- Find groups in your target market
- Speak about something that interests *them*
- Showcases your expertise while offering valuable information



Get Personal

- Remember birthdays – send vouchers.
- Thank-you notes to first time customers
- Ask for customer feedback
- Admit your mistakes



Money-Back Guarantee

- Lets people know you stand behind your product or service.
- A risk-free proposition is a strong motivator to buy



Charities and other causes

- % of sales or donations to charity – because you *want* to
- Make recommendations
- Facilitate introductions
- Sow what you reap
- Business and money flows to you through others

Promotional Items

- Giveaways with your company name & logo
- Fridge Magnets
- Pads of paper
- Eco-bags
- Continuous reminders to current and potential clients



Other PR Ideas

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Media Publicity

- Unlike advertising, this is trying to get a story in the media that is unpaid
- You have no control
- Independent, makes you look important!
- Time and effort to establish media relations
- Understand what makes news



Testimonials

- Use your existing customers to do your sales and marketing
- Word of Mouth V Promotional
- Make it easy for enthusiastic customers to refer others
- Customer Surveys



Competitions

- Opportunity for others to sample your business
- Publicity
- Grows your contact list
- Improves profile
- Catering Cook off



The Two Secret Ingredients to Successful Publicity & PR

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Be Disciplined, Be Persistent

- You need a disciplined mind to achieve success - you need to think it, work it, become it.
- “Don’t tell me no, tell me how we can do it.”
- “Patience, persistence and perspiration make an unbeatable combination for success.”

Win a DIY PR & Publicity Kit

- First 100 people
- Download sample pages of DIY PR & Publicity Kit
- Go into the draw to win a free copy – valued at \$149.99
- Need to download before May 29
- Postcards on display table and in showbags
- <http://www.justgowrite.com.au/Coaching.aspx#diy>





THANK YOU
ARE THERE ANY QUESTIONS?

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