

# Excellence

THE MAGAZINE OF TEAM LEADERSHIP

## PR/PUBLICITY

### Publicity Resolutions

*Five tips to fame.*



by Diana Laverdure

HERE ARE FIVE RESOLUTIONS that you can implement immediately to increase your company's awareness and credibility through positive publicity.

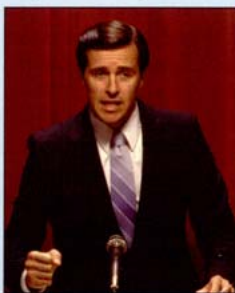
**1. Resolve to figure out your unique selling proposition.** A USP is that attribute about your company that positively differentiates you from your competition. Being aware of your USP enables you to sell your services and differentiate yourself. What is your USP? What makes you special? Ask your clients and customers what they like about your business. A common theme is your USP!

**2. Resolve to get to know the reporters who cover your industry.** If you don't know who covers your industry, then how can you expect to ever get publicity coverage? Without targeting your message to the correct person, it will just get lost—and make you appear unprofessional. To find the reporters that cover issues pertaining to your business, carefully read magazines and newspapers and take note of who covers what industries.

**3. Resolve to not send reporters meaningless press releases.** Instead of irritating reporters and editors with yet one more meaningless press release, resolve to come up with newsworthy

angles to promote your company, service, or product. Reporters and editors love creative angles to national stories.

**4. Resolve to become an "expert source" in your field.** Offer yourself up as an expert source to editors in your areas of expertise. Put together a one-page fact sheet outlining your experience and expertise, perhaps also outlining specific issues you can comment on, and send it to the reporter with a brief cover letter explaining your purpose. When a reporter calls, respond in a timely manner. If you fail to accommodate them, you will gain a reputation as being an unreliable source, and that will only serve to backfire.



**5. Resolve to create a publicity plan.** Set goals and draw out a plan for meeting them. When creating a plan, set both long-term (three-year) and short-term (one-year) goals broken down into monthly, weekly, and daily action steps. For example, if your three-year goal is to become so recognized that you are called to do 10 speaking engagements a year, you must first set short-term goals. Send the appropriate media one timely story angle each week. Only by taking the steps will you achieve the publicity results. Getting into the media takes patience, perseverance, and professionalism.

If you integrate these "publicity resolutions" into your marketing plan and stick with implementing them regularly, you will make huge strides. **SSE**

Diana Laverdure is VP of Reeves Laverdure Public Relations, Visit [www.reevespr.com](http://www.reevespr.com).

**ACTION: Set your publicity goals.**