

FULL FRONTAL PR

Getting People Talking About You,
Your Business or Your Product

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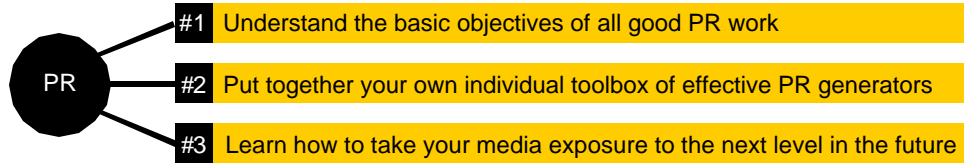
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MAIN IDEA

The “insider secret” of the public relations (PR) industry is that companies are actually better off handling their own publicity requirements rather than hiring a PR firm. In fact, as long as you understand the basic principles of what you’re trying to accomplish, you’ll probably generate more buzz and more media attention if you handle your own PR than any third party could ever generate for you – without incurring any large expenditure.

So what’s required to be effective at generating publicity? There are only three things you actually need to know about:



“You can create the buzz factor yourself. We believe that the current culture of mass exposure has made this something everyone wants to learn. The best way to spread the word about your product is through the media rather than, say, through advertising. The real reason is that press coverage is implicitly more powerful. Paid-for messages are so pervasive in our media-saturated society that we often completely ignore them as they roll by. By contrast, the free press actually validates your company or product in reader’s minds. It’s a fact. No matter how jaded readers are, most are inclined to believe than distrust what a journalist writes. That’s why you should always aim for the legit press. It pays off in spades and is truly the most effective way to generate interest and enthusiasm for your product. Ask anybody who reads papers or watches TV: Do they believe the news or the ads?”

– Richard Laermer and Michael Prichinello

“There’s simply no ‘just add water’ solution. Great PR takes time, patience, and a lot of time, talent, and effort. Anyone can land a story with enough phone calls, but remember, that’s not the goal. What you’re ultimately trying to achieve is to communicate through the media how your products or services promote exciting cultural developments, shifts or trends. The awesome undertaking of a successful PR campaign is building brand and awareness on a grand scale. You’re using the press to sway opinions. What’s more, you’re posting a detour sign on the road of the natural course that the media follows to make a tiny piece into a national phenomenon. It takes a while to make the phenomenon real, so when a first month’s worth of work hasn’t panned out into gobs of coverage, remember that you’re a month closer to the pinnacle of success. Don’t confuse that slow but steady upward climb with being down in the gorge of failure. You may still have a long way to go, but you need to feel good about how far you’ve come.”

– Richard Laermer and Michael Prichinello

“The best people in PR are not PR types at all. They understand they are not censors...they are the company’s best conversationalists. Their job – their craft – is to discern stories the market actually wants to hear, to help journalists write stories that tell the truth, to bring people into conversation rather than protect them from it.”

– Doc Searls, author, *The Cluetrain Manifesto*

1. Understand the basic principles of all good PR work. Page 2

PR is not rocket science. What you’re trying to achieve is clear and obvious. With PR, you are attempting to generate word of mouth endorsements for your product or service. This is commonly referred to as “buzz”. Quite simply, the press and other media should be used as merchants of exposure. They amplify and spread the buzz you’re attempting to generate about whatever you offer.

2. Put together your own individual toolbox of effective PR generators. Pages 3 - 6

Most frequently, this will involve four distinct steps:

1. Know the tools commonly used by the PR industry.
2. Find just the right “hook” for your product or service.
3. Learn how to pitch your story effectively.
4. Become a good spokesperson for your company.

With just these basic steps, the amount of buzz you end up generating is within your own control, and is only limited by your own imagination.

3. Learn how to take your media exposure to the next level in the future Pages 7 - 8

Once you’ve mastered the basics, there are some more advanced PR strategies you may want to use in the future. Specifically:

1. You can become a trusted industry source of comments.
2. You can go national – or international.
3. You can harness the power of the Internet to amplify your buzz.

Great PR success never happens overnight. It takes time, patience and loads of consistent effort. But done well, nothing can supercede PR as a superior way to build your brand name and awareness of whatever you offer on a grand scale.

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