



FALK COMMUNICATIONS
AND RESEARCH

Highlights: Interview on Essential Tools for Public Relations Success (*Scaling Up Services*)

The key to Communications with clients is to understand who's on the other side of the table and how to represent them to that marketplace.

Consider your situation, your company, what it is you're trying to say about yourself or your practice. Then think, "Why should someone else care? How does this help an individual or a company or society to *save time, to save money and to make more money*."

That holds for even nonprofits, because when they are successful, they are helping society save money by getting people who were formerly uneducated or unemployed back to work and contributing to society at large.

First tool is a **Media Profile**. It is four sentences about the background of the person to establish their credibility as an authoritative source for comment on whatever the subject might be. Then, three to five bullet points of things that in particular they want to focus on: operations, marketing or legal considerations. Then three to five bullet points of the hot topics that people need to know more about, but that are flying under the radar. If only people knew what this source knows about X, then they would be so much smarter and they would save time, save money and make more money.

Then, the last part is a snappy quote because so the reporter will have an idea of what you might say when you have that conversation. Reporters are always looking for sources. Reporters call the people they know; they don't call someone they've never heard of. With a media profile, you can be that person in a reporter's database.

Either you're in the database for future reference or you can spark a conversation very soon afterwards that will deal with the hot topic of the day that nobody else is paying attention to, so that the reporter will get the scoop.

There are a variety of things that you can do to make your quote more memorable. Use alliteration. Visual imagery. Refer to popular culture. Try to prepare ahead of time so you can drop a snappy phrase or example into the conversation.

425 Main Street # 12-L
New York, NY 10044

212-677-5770
347-256-9141

Janet@JanetLFalk.com
www.JanetLFalk.com

If you want to send video, use a link to a dropbox. You don't want to send a large file that will cause an email to be shut out.

A **Press Release** is for news announcements. You have a new executive or you're moving to a new office or you're launching a new product, you're acquiring another company, then use a press release.

A media profile can be fine-tuned for something that is breaking news. For example, a trial attorney comments on a case in another state: "I am a former U.S. district attorney. I have tried similar cases. If the verdict is X, it means this and if the verdict is Y, it means another thing."

Think of news in several ways. One is **evergreen news**, things that are always going to be interesting. You look at the calendar and figure out what's coming up and then you position yourself accordingly.

The other part is **breaking news**, when you have your eye on the horizon and jump on it. Have a media profile available and then, fine tune it, so that you can meet the challenge of the moment.

When you send a press release, consider who in your target market needs to know and where are they going to be looking for information. Write the press release with the article that's going to result from the press release in mind. If you want to see reference to an event, make sure you have the date, the time, the location and the ticket price in the press release. Because, if it's not in the press release, and the reporter simply writes the news story without calling you, it's not going to make its way into the article.

Another tool related to the media profile and press release is the **press list**. Include industry media, whether it's restaurant or financial services or wherever your target market looks for information. The beat reporters at the newspapers, whether it's local news in your city or whether the national papers. There may be some blogs that are influential.

This size of the list will vary, depending on the industry and niche.

When you do get that news article, you have to repurpose it. We have a strategy in the Communications field called [C.O.P.E., which is Create Once, Publish Everywhere](#).

Incorporate a link into your social media. You can put a [link to it in your email signature](#). You can share it as a question in your LinkedIn group saying, "What is the state of the art in legal issues in debt collection agencies?" This is the situation and for more information, read this article and then you have the link.

Your **Website**. If your [website hasn't been updated in the last four years](#) and it looks it, take care of that. Otherwise, it looks like you aren't paying attention. Have someone else page through it and see where they have questions.

You should have a [**Newsletter**](#), at least monthly, or quarterly. If you can't write it yourself, you can always outsource it to a Public Relations or Marketing Communications professional like myself. This is an unobtrusive reminder every month in the subscriber's inbox and you never know where it may lead. People forward them to other contacts. You're sowing seeds and those are going to bear fruit, over time.

Cultivate your online presence. Act professionally on LinkedIn, which is both the articles and posts that you publish about yourself and your business, plus how you respond to other people's posts and articles. [As You Like It, Please Say Why](#). Because if you see that a contact liked what they saw on LinkedIn, and also commented on it, then you will want to read it too.

Your online presence is not only what you say about yourself in your LinkedIn profile, but it's how you behave on LinkedIn and how you behave on Twitter. What is it that you're calling to the attention of other people so that they can make the decision, "Yes, this is worth taking a closer look at."

My website is [Janet L Falk dot com](http://JanetLFalk.com). There are a lot of resources on my website. I have [Five Fast Tips for an Executive to Maximize a Media Interview](#).

I have an e-book: [Why HER and Not ME: How You Can Be the One Reporters Call](#). It gives you step-by-step instructions on how to construct your media profile. If you follow them and then send the media profile to me, I'll give you a free 30-minute consult. I also have a monthly newsletter and you can [subscribe](#) to that from the website.