



## Highlights from the ePresence Podcast with Mark Galvin

As a Public Relations and Marketing Communications, I advise law firms, accounting firms, financial services institutions, business owners and nonprofit organizations.

My goal is to *put my client on the map*.

Content must be client-focused. Keep the client in the center. Create value for the client/reader.

Emphasize how this information will help someone *Save Time, Save Money or Make More Money*.

Reporters seek sources; introduce yourself as a credible, reliable and accessible source by using an Executive Media Profile: <http://bit.ly/2KS4dma>

The format is:

- Succinctly describe your background
- Highlight areas of your business experience
- Suggest hot trends and issues
- Review a sample Executive Media Profile, complete the worksheet and arrange a FREE 30-minute consultation

Track your success by more phone calls, spike in website traffic, more views of a LinkedIn profile

Be seen in the media that your audience reads; not everyone looks at *The Wall Street Journal*.

Have a snappy quote that will be memorable. Use a visual image, word play, alliteration, rhyme or acronym to make the reporter sit up and pay attention.

Networking strategy features pre-event marketing. Introduce yourself to the leaders of the host organization in advance of an event to build a welcoming committee. More details here: <http://bit.ly/2x8maGN>

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