

*Business Profits in the Real World*  
*Host Michael Kessler With Guest Janet Falk*



Highlights of an interview recorded on February 3, 2017 and broadcast on February 11, 2017

Tips on Effective Public Relations and Networking

Companies need to think of their **communications is an investment**, not an expense

Reporters call the people they know. They don't call someone they never heard of. I introduce you professionally to a reporter.

Answer two key questions: Why YOU and Why NOW. Identify why you are a reliable, credible and authoritative resource. Why NOW? Is there a change in regulation or an event that makes this timely?

The main ways to get new business are networking, speaking (which may be teaching a class or leading a workshop), writing a newsletter and articles for magazines and blogs, being active in the digital world to promote your speaking and writing, and trade associations that are the business of your prospective clients.

Join networking groups that meet weekly, monthly and quarterly, especially where prospective clients and professionals who serve similar clients will gather.

Here's how to pre-market yourself at an organized networking event. <http://bit.ly/1S2gL6P>

Give workshops for free to organizations whose members are potential clients.

Have a monthly newsletter and promote it on LinkedIn, Twitter and Facebook.

Be active on LinkedIn.

It's not about me; it's about you, the person on the other side of the table. How will they Save Time, Save Money and Make More Money.

Don't take a negative situation personally. Babe Ruth said "Every strike brings me closer to the next home run."

Case study: A business in Westbury saved customers in the hotel industry thousands of dollars. Articles in hotel publications told their story. The company got more than 800 phone calls from hotel CFOs and executives.