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Don't wait any longer to get your PR ball rolling

Editor's note: Due to other commitments, Nancy Juetten will no longer be contributing her Media-Savvy-to-Go column to the Snohomish County Business Journal. This is her final column for the journal.

After reading the Media-Savvy-to-Go columns over the last year, are you ready to get into action yet to earn favorable publicity for your growing business?

Think about the five most powerful lead-generation tactics that are delivering the goods for your business. Then, ask yourself how consistently you are applying them to enjoy the bounty that can flow from those efforts.

Is it any surprise that four of the five most powerful lead-generation tactics that continue to work for my growing business have media relations and networking activities at the center? These tactics include:

- Doing exceptional work for clients.
- Participating in local networking groups such as Women Business Owners, the chamber of commerce, the eWomenNetwork and the Women's Business Exchange and listening carefully for the needs that others share, being of service to help them ease their pain, whether or not the solution involves my services.
- Writing articles for the media and the Internet article directories to support the success of others with proven, useful and time-tested guidance and advice that reinforces my expertise and demonstrates my commitment to be of service. This drives traffic and qualified leads to the Web site and fuels winning new business conversations and transactions.
- Publishing a high-value and free e-zine that engages customers and prospects in my expertise and generously offers news and resources to support their success. This also drives traffic to my Web site and invites new opportunities to offer products and services to people who need them.
- Speaking to professional groups regularly to offer tips, resources, information and ideas to support their success.



Nancy S. Juetten
Media-Savvy-To-Go

I believe that PR is the most influential, high-value and affordable initiative you can apply to build the buzz for your growing business. As you get into action, you can enjoy great rewards, including the thrill of getting seen, heard and celebrated in your own back yard; new client engagements; new media opportunities to tell your story; new speaking engagements to inspire others with your insights and commentary; and so much more.

As you proceed with your own publicity-seeking efforts, keep these tips in mind:

- Craft a winning story that is timely, newsworthy and relevant, always making clear why others should care.
- Find new ways to tell your story over time to keep your company and its products, services and perspectives in the news.

- Learn and apply new tactics — such as blogging, social networking and e-zines — to reach new audiences who can potentially become your customers and fans.

Staples would have us believe that there is an “easy button” to press to build brand and reputation. The truth is that it takes a number of steps applied in a winning way over time to earn and enjoy the business success we seek.

This column has provided a great soapbox from which to share tips, resources and ideas. My intention has been to educate, inform and inspire you to believe in the power of free publicity to build your business and propel you forward toward the life and business you’ve imagined. Based on many of your calls and e-mails, mission accomplished. Thank you for the opportunity to contribute to your success in this way.

Make today the day you finally get into action to realize the bounty of success that is possible for you as you spread the word about your business in your own back yard and beyond through the impact and credibility of free publicity. Great rewards are waiting.

Nancy S. Juetten owns Nancy S. Juetten Marketing Inc. and is the author of the “Media-Savvy-to-Go Publicity Toolkit.” Subscribe to her free Media-Savvy-to-Go e-zine by visiting www.mediasavvytogo.com. Visit her Main Street Media Savvy blog at www.mainstreetmediasavvy.com.