

## **PR Basics for Your Entrepreneur Success- Part II**

Are public relations a big mystery to you? Have you avoided creating your PR plan because you just don't know where to start? Well the good news is most PR is free and I'm going to show you how to begin. Here are 3 more success tips (see last issue for the first 3 tips) that you can implement RIGHT now to get the exposure you need to be seen as an expert and to become a "go to" person in your field.

### **Success Tip #1. Hold a Contest**

Everyone loves a contest. They're fun, generate client interest and they can get attention from the media. You can send a press release announcing the contest, keep the media posted throughout and then let them know about the winner(s).

You can create a contest around your business birthday, when you release a new product or service, or to celebrate holidays. You can use local celebrities to serve as judges to boost visibility. Don't forget to get contact information and email addresses for everyone who enters the contest. It's a great way to add to your marketing list.

### **Success Tip #2. Use Social Media**

I use Linked In, Facebook and Twitter. The key to success with these tools is to establish relationships with people online –don't just sell to them-especially when you first meet.

I have to admit, I resisted Twitter for a long time after I saw that many people would post the trivia of their life –I really didn't care what time they got up or what they ate for breakfast.

I'm now a convert. Using social media is a great way to build your list and get noticed (you could also announce your contests here!). I have had people refer my work to their "friends" (that's what you're called when you join someone's facebook page). I am reaching people I never would have through these amazing networks.

No, I don't fritter away my time. I spend an average of 15-20 minutes a day nurturing these networks. AND I don't have to get dressed and drive anywhere to meet all these nice folks!

### **Success Tip #3. Write Press Releases**

You can use press releases to announce the launch of your website or blog, to draw attention to a new service offering, your contests, industry groups you're joining, and pro bono work. Make press releases a part of your marketing calendar so you don't forget to do this. Type "how to write a press release" into Google and you'll see plenty of samples and formatting tips.

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Ann delivers smart, simple ways for people to acknowledge what they love to do and do more of it. Her articles, products, and books have motivated and inspired readers in numerous print and online publications. She regularly leads coaching programs, tele-seminars and live retreats, bringing the message to audiences internationally that living a passion-based life will bring prosperity and success.

She was recently selected from a nationwide search to be featured in Discover Your Inner Strength. The book features best-selling authors Stephen R. Covey (Seven Habits of Highly Effective People), Brian Tracy (Million Dollar Habits), and Ken Blanchard (One Minute Manager).

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