

EXCERPT FROM

A MARVELLOUS REPUTATION

Implementing the PR habit

My driving passion about PR and business then, as now, is that if I could get new habits going in my life which were proving phenomenally successful, so could others by spending time each week on their PR.

You don't get anything from doing nothing – but you can get huge results from doing something positive and strategic in your business every day/week/month/year.

One of the lovely entrepreneurs I have helped is Jane Maudsley, founder of the Little Voices franchise. She bought my *Your Marvellous PR Toolkit* in a franchise version to use to build the corporate business profile, and for each franchisee to build their own profile in their local area. She is brilliant, has implemented everything I suggested and has had great success since taking my advice.

Demystify and make PR simple

A huge part of my entrepreneurial mission, since 2012, has been to demystify PR, how it works and the process of securing press coverage. I have aimed to change the perception of PR amongst business owners who considered it fluffy, irrelevant to their business and a luxury only big companies and celebrities could afford.

I became the resident PR expert for the Entrepreneur's Circle, developing the workbook on PR for all the local monthly meetings across the country; providing one-to-one half-hour consultations at Millionaire Master Plan Four-Day events; and presenting on stage to 150+ members at one of the national events.

I began creating and delivering numerous seminars and workshops; speaking at events; creating my own and sharing webinars with other marketers; appearing on other marketers'

podcasts; and undertaking massive social media engagement through blogging, Twitter, Facebook and LinkedIn. The impact of this on my SME and entrepreneur followers has been incredible.

Individually, business owners tell me that they have gained hugely from the PR they have been doing. Media exposure has not only generated buzz around their business, it has given them a chance to shine. And the more they shine, and tell others who inspired them, the more their third-party endorsement of me has helped build my business.

Parent-teacher-meeting-PR

One of the best exercises I did for Entrepreneurs Circle, and which I would love to create again myself as it was so valuable to the businesses I met, was at the three Millionaire Master Plan events.

About 150 members at each event spent Saturday and Sunday immersed in learning all the elements they needed to turn their businesses into million-pound successes, from managing their numbers, to raising their personal profiles, to deciding which marketing tools would work best for them.

Then on the following Monday and Tuesday they had access to a room full of experts with whom they could spend 30 minutes at a time, for free, to help them implement what they had learned. I was the PR Expert.

It felt rather like a parent-teacher meeting, with tables set up round the room labelled with our name and what we did, and the members had to fill in a form on the Sunday evening requesting who they would like to talk to. We were then given lists of these people whose appointments started at 08.30am and carried on, with no breaks, until 6pm.

I remember the trepidation of going up to my allotted table on the first morning of the first of these events, seriously thinking that it would be really embarrassing as no-one would want to chat with me. Most people in Entrepreneurs Circle really didn't understand what PR was, and how valuable it could be for them, so why would they want to talk to me, I thought? I would be

sitting there all day like Nobby No-Mates sipping my tea and doodling on my notepad.

How wrong I was.

Both my days were jam-packed with people wanting my advice and by the end of the second I was exhausted and hoarse from all my conversations, but energised like I had not been for many years in my job – and totally buzzing from the light bulb that had gone off in my head. This was my new niche.

Simple plan: market, media, message

It was so fun and interesting. We had 30 minutes for me to find out exactly what the business owner did (or was aiming to do, as many of them were coming up with new ideas for businesses), who they wanted to attract and therefore which media would be the best route for them.

Right up my street – using my natural curiosity and eagerness to please. Then I helped them craft their basic messages and came up with as many ideas as I could for how they could make themselves interesting to those journalists, to get their messages across.

A very basic Market, Message, Media exercise that every business owner needs to do when planning their PR strategies.