

EXCERPT FROM
A MARVELLOUS REPUTATION

What Is Public Relations (PR)?

Although this is a book for all entrepreneurs and business owners, people starting up in business are the ones who most need PR but who, paradoxically, are also most unlikely to do it. They see it as costly, only for the big boys, and therefore not something they can afford to spend their precious time and money on at a time when both these commodities are at a premium.

This is so tragic. It is vital for such people to really understand and be using PR to create and build the Know, Like, and Trust element of all their relationships – with all their target audiences, particularly the media, so that warm customers find them and start working with them. As I know that young/new businesses often cannot afford to employ a PR consultant, *A Marvellous Reputation* will show them how they can do a lot for themselves, at no cost, incorporating PR into their monthly work routines - and why it is so important that they do.

It is also valuable for those already running a company or who just need refreshing on what PR is all about, and how they might be able to use it better. There is a lot of noise about PR especially in relation to how it sits with social media, and it is really very simple.

People look to over-complicate PR, to make it sound like something only highly-experienced consultants can do for your business, but *A Marvellous Reputation* will show you how you can make it work for yourself; simply and cost-effectively.

So, what is PR – Public Relations?

According to the Chartered Institute of Public Relations:

‘Every organisation, no matter how large or small, ultimately depends on its reputation for survival and success.

‘Customers, suppliers, employees, investors, journalists and regulators can have a powerful impact. They all have an opinion about the organisations they come into contact with - whether good or bad, right or wrong. These perceptions will drive their 12 decisions about whether they want to work with, shop with and support these organisations.

‘In today's competitive market, reputation can be a company's biggest asset – the thing that makes you stand out from the crowd and gives you a competitive edge. Effective PR can help manage reputation by communicating and building good relationships with all organisation stakeholders.’

And here is my definition of Public Relations:

‘Public Relations is about reputation - the result of what you do, what you say and what others say about you.

‘Public Relations is the discipline that looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its public.’

Then there is third-party endorsement. Third-party endorsement is a highly effective way of telling the world how marvellous you are, without boasting. Others tell people that you are the perfect fit for them, not you. It therefore follows that the better your relationships with those around you, who have an influence on the opinions of others, the more likely they are to talk favourably about you and the more effusive they will be in that endorsement.

I have seen in many of my own life and career experiences, that understanding and using the fundamental skills of PR in certain situations can make a real difference to my happiness.