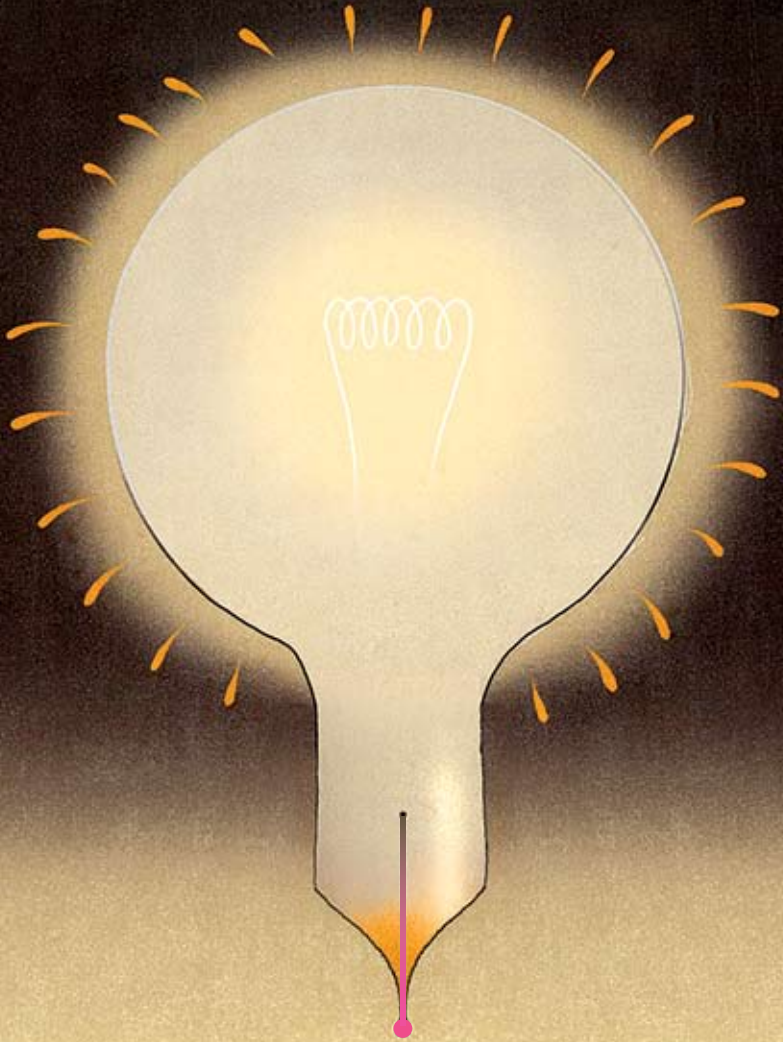


INKANDESCENT PUBLIC RELATIONS

PROMOTING, EDUCATING, AND INSPIRING ENTREPRENEURS SINCE 2001



EIGHT STEPS **8** TO PR SUCCESS



8

STEPS

If you have tried your hand at promoting your business before—either on your own, or by hiring one of the zillion PR firms in America—you know that there are innumerable ways to promote and market your business.

That's because PR and marketing is an art, as much as a science. So while the tools in the PR toolbox aren't proprietary, the difference between a successful campaign—and one that falls flat—is finessing the tools with style and grace, and knowing what to do each day to maximize your visibility.

What do you need to do to create an effective campaign that builds credibility, increases sales, and gets reporters to call you for comments?

You'll learn that and more in the pages of the 8 Steps for PR Success, which is the basis for our book, "PR Rules: The Playbook." It's also the basis of the speech that our founder, Hope Katz Gibbs, gives to help entrepreneurs around the country learn to create explosive PR and marketing campaigns.

On the following pages, we'll take you through the steps required to best promote your business:

1. Create a stunning website
2. Develop an explosive PR campaign
3. Make a splash in the news
4. Write a column in a magazine and host your own radio show
5. Network wisely
6. Join a speakers bureau
7. Write a book
8. Pay it forward

In the end, we hope you'll be inspired, savvy, and ready to get the visibility your company needs and deserves.

Here's to your incredible, indelible, Inkandescent success!

— *The Inkandescent PR Team*

CREATE A STUNNING WEBSITE

Easier said than done? Sure, but a good website is a necessity. Remember, design matters. So does good writing.

The phrase to keep in mind is: What's in it for the reader?

In this section you'll learn the tricks of the web-development business so that whether you do it yourself or hire a professional, you'll be able to create a strategy and timeline that will help you master the process.

What it is:

1. Your website is your little black dress, your Brooks Brothers suit. It doesn't have to look fancy or formal, but it does have to look good. In fact, it should look as fantastic as you do. But this is why creating your company website is also often a painful process. You are looking at your business, and yourself, in the mirror. You know it will be viewed, potentially, by the world. And that can make you feel vulnerable. Don't let it. Let this process be exciting—just like dressing up for an important event.
2. At a glance, your website has to let customers know who you are, what you do, and how to contact you.
3. Your website gives you an opportunity to tell your story in depth and in ways your customers will appreciate.

What it's not: Your website is not the hamper that you throw everything into. It's not the place to showcase your favorite songs (tempting as it is, please don't put music on your site). And the home page is not the place to post a Flash movie about your company. Videos on your website are great, but no one wants to watch a flick about a firm more than once. And, if customers are taking the time to visit your site—they want to access information immediately. Don't make them wait.



www.hooksbookevents.com



www.peterrodino.com



www.edingerlaw.net



www.fcpsged.org



www.trowahal.com



www.avenidarestaurant.com



www.cityoffairfaxschools.org



www.potomacbasin.com

DEVELOP AN EXPLOSIVE PR AND MARKETING CAMPAIGN

This is where you need to understand the playing field, which means knowing the difference between PR, marketing, advertising, and sales—and how they can, and should, be coordinated to get you maximum visibility.

What it is:

1. You need to tell people who you are, and why they should buy your service or product instead of any of the other available ones from other companies.
2. Credibility is a key way to showcase, and convince, potential customers that you're a trusted source. Whether your business is financial services or auto repair, appearing in the press builds your reputation. It's always better to have someone else blow your horn, rather than doing it yourself. And, sometimes it makes you a star—although that shouldn't be the goal because stars fall. A PR campaign keeps you shining bright for years to come.
3. Your brand goes viral. When one reporter catches on to the magic you are creating, others tend to follow suit. Realize that reporters often feed from the same pool, so once you start to get your message out there, it makes you a go-to source for other reporters. And that helps build your reputation even more.

What it's not: PR is not direct sales. It's information sharing, story telling, relationship building, and an effective way to educate consumers and colleagues. Getting in the news is not likely to generate sales, especially if you aren't a B2C company. (If you are, it helps, but often it's a short-term gain. See the Playing Field section of the Playbook.) After all, when was the last time you read about a company in the newspaper and hired it?



View more at: www.inkandescentnewsletters.com

BECOME A COLUMNIST IN A MAGAZINE AND HOST A RADIO SHOW

By the time you have perfected your business model, and you know that your products and services are of use and interest to customers, you'll have developed your reputation as an expert in your industry. Now is the time to let even more customers know about the good work you are doing by writing articles and publishing them in magazines and blogs, and sharing your insights through podcasts and videos.

What it is:

1. Educating customers is essential to building trust and credibility. By writing interesting, informative articles, you “show, don’t tell” the world about what you know. This is a basic rule of journalism, because it respects readers and teaches them something they need or want to know.
2. Being a columnist or radio show host puts you in front of an audience you might not otherwise reach. Since the publication you are targeting will be related to your industry, it puts you in front of your ideal customer. These readers will also potentially become part of your database and receive your monthly newsletter.
3. Consistency is key. Just as your newsletter should blast out regularly, columns in monthly publications keep you in front of a broad readership. This enables you to deliver your message repeatedly at predictable intervals, and it’s more effective than simply being quoted ad hoc in news stories.

What it’s not: Venting, or talking off the cuff about what’s bugging you, is not the goal of this outreach opportunity. Unless it’s your business or core message, steer clear of politics and religion, and other obvious landmines. While spontaneity is great, being unprepared—especially in terms of a radio podcast—is not. As you put together your entire PR, marketing, and media outreach efforts, plan ahead, be strategic, and know the ROI before you jump in.



MAKE A SPLASH IN THE NEWS

Getting quoted and featured in the news is the cherry on the hot fudge sundae for many entrepreneurs. Depending on the number of readers a publication or media outlet has, it can be a valuable way of reaching a broader audience. Caveat emptor. Before you spend oodles of time and money landing press mentions, know why you want to be quoted, what you want to say, and what you can reasonably expect to get out of the investment.

What it is:

1. Building credibility is the goal of being in the news. As we said in Step 2, having a reporter blow your horn is a great way to build fans, and hopefully customers. You also win when other reporters pick up on the story—and on you as a trusted source. But the return is not a sure thing. Clients whom we've gotten quoted in the *Wall Street Journal*, *New York Times*, and on CBS' "The Early Show" (ourselves included) have not gone on to make millions overnight.
2. Sharing your expertise through the media is also valuable. And it may turn into sales, especially if your business isn't hyper-local. Even if your business is focused on one geographic area, appearing in the news can be beneficial if you have the ability to sell products and services online.
3. Parlaying several media mentions into marketing and sales tools for your business is also important. These media mentions should be noted in your newsletters and posted on your website.

What it's not: Getting quoted in the news isn't a golden ticket to overnight success. And the timing isn't under your control; you may spend more than an hour being interviewed by a reporter and find you're only quoted once in the resulting article, or your interview could be cut completely from a news story. Fortunately, even when an appearance in a newspaper, magazine, website or blog, or broadcast outlet doesn't yield direct sales, it can be part of a broader PR and marketing strategy. However, relying on media appearances is not a predictable way to increase sales.

NEWSPAPERS & MAGAZINES

AP Associated Press

Social Technologies' Andy Hines: "Older Job Seekers Struggle to Overcome Age Barriers as 55-Plus Jobless Rate Hits Record Levels."

Bloomberg Businessweek

Social Technologies' Andy Hines: "The Slump: It's a Guy Thing."

Career expert Sharon Armstrong: "Can Bad Spelling Ruin Your Chances Of Landing A Job?"

Hemispheres

Steven Wiley of the Lincoln Leadership Institute: "Smarten Up: New-Style Education Initiatives Prepare Savvy Executives to Master the Tough Times Ahead."

Entrepreneur

Social Technologies' Peter von Stackelberg: "The Future of Nanotechnology"

Forbes Hope Katz Gibbs: "Small Business Owners Are Making Big New Year's Resolutions."

FP Average Salary Social Technologies' Josh Calder: "The Speed of Change Index."

The Futurist

Social Technologies' Andy Hines: "Consumer Trends in Three Different Worlds."

Inc. Management expert Alice Waagen: "How to Manage Managers."

The Miami Herald

Social Technologies' Kevin Osborn: "Texting Grandma."

The New York Times

Social Technologies' Andy Hines: "You Won't Find Me in My Office; I'm Working."

Patch

Culinaria Cooking School: "Made in Vienna."

The Bagelry: "Is the Popular Spot Changing Hands?"

Simplicity Urgent Care: "Open For Business."

Philadelphia Avenida Restaurant: "Best of Philly 2010" award.

The Philadelphia Inquirer

Chefs Kim and Edgar Alvarez: "Mount Airy's Avenida Thrives Despite Delaware Market House's Departure."

Chefs Kim and Edgar Alvarez: "Gladwyne Gourmet-to-Go Market Is Going Away."

Hooks Book Events: "A New Breed Of Booksellers is Altering the Traditional Model."

SIRM

Management expert Alice Waagen: "When an HR Consultant Loses a Key Contact."

TIMESONLINE

Warren St. John: "How Football Helped Refugees in a Us Town."

Social Technologies' Andy Hines: "The Future of Youth Happiness."

TV Week Social Technologies' Christopher Kent: "The Future of TV."

U.S. News

Money: Behind the Scenes Events' Roxanne Ladd: "Best Careers of 2011."

U.S. News

Best Lawyers: Trow & Rahal, P.C., 2010

THE WALL STREET JOURNAL

Hope Katz Gibbs: "Are Small Businesses Preparing for a Double Dip?"

Insurance expert Scott Golden: "When Do You Need a Second-to-Die Policy?"

Career expert Sharon Armstrong: "Be Cautious About Taking a Job Too Soon."

WASHINGTONIAN

Social Technologies' Founder Tom Conger: "The Future of DC"

BUSINESS JOURNAL

Career expert Sharon Armstrong: "Vacation Skeds No Day at the Beach."

Sharon Armstrong: "Now Is a Good Time to Search for Top Talent."

Sharon Armstrong: "Bounce Back From a Layoff."

Bognet Construction: "Bognet Construction Has Signed a Deal to Build the Brookland Artspace Lofts in DC's Brookland Neighborhood."

The Washington Post

Insurance expert Stephanie Cohen: "HHS Secretary Decries Higher Rates for Health Insurance."

Hope and Michael Gibbs: "Inkandescent PR Founders Are at Home With Work."

Hooks Book Events: "Making It"

express

Social Technologies' Chris Carbone: "Experiential Gifts."

NETWORK WISELY

When you attend events that are filled with your potential clients and customers, this is what we call “PR on the ground.”

What it is:

1. Networking helps you accomplish the same goal that you hope to reach by getting in the news—finding the people who will learn about your product or service, trust you as a source, and become your customer.
2. When you meet someone in person, you are putting a face on your business. You also develop valuable connections with people you may do business with—or who may recommend you to their friends and colleagues.
3. Meeting people at events also gives you the opportunity to find the potential suppliers and employees that you need to build your business.

What it's not: Networking events are not a time to over imbibe, troll for sex, attend for a free meal, or bring anything but your A-game to the party. That said, it's not always easy to find the right events to attend. If you are going to take time away from your busy schedule, it's critical that you connect with the right people. Be sure to do an ROI on how much you are spending in attendance fees, meals and drinks, and time that you could be doing something else. Nonetheless, networking is an essential way to spread the word about what you do. And, meeting someone in person is a surefire way to know if you can work together.



JOIN A SPEAKERS BUREAU

There's probably no better way to find new clients than by getting in front of a room full of people who want to hear what you have to say. But before you embark on this PR and marketing opportunity, know your audience so that you can tailor your message to them. Know what you want to say, how you want to say it—and what you want the audience to take away from your speech.

What it is:

1. Speaking to groups of like-minded business folks guarantees that several, if not dozens of people, will learn from your expertise. That builds your credibility as much, if not more, than getting quoted in the news.
2. The audience will also likely want to buy what you are saying—literally. In fact, when the industry experts, futurists, and veteran entrepreneurs on our Inkandescent Speakers Bureau are hired to speak, they almost always are hired to do consulting work, and are booked for additional speaking gigs.
3. You will learn from the audience. They may not know more about your topic than you do, but paying close attention to their feedback will help you massage your message so that you can be even more effective. And, if you are open to their ideas, they may be open to yours.

What it's not: Speaking engagements are not venues for you to pontificate. The best speakers stay on point, and deliver a message that is engaging and original. Being authentic is critical. But be realistic. Public speaking is not for everyone. And the big speakers bureaus only want experts who are at the top of their game. Smaller bureaus are more flexible and likely to take on less-experienced speakers. So be open to starting small—and be willing to work toward your ultimate goal.

The screenshot displays the website for the Inkandescent Speakers Bureau. The header includes the organization's name and a navigation menu with links for Home, Back Us, Job Us, Testimonials, @ The News, Our Speakers, About Us, and Contact Us. The main content area is divided into several sections:

- Our Speakers:** A list of speakers with their names, titles, and photos. Examples include:
 - Carlisle Financial Planner® Bryan Beatty, CFP®** (Partner, Egan Berger & Horner LLC)
 - Author Kristine Carlson** (Co-Founder, Don't Break the Bank! LLC)
 - Carlisle Financial Planner® Michael Egan** (Partner, Egan Berger & Horner LLC)
 - Author, Futurist Cindy Presson** (Expert, CEO of the Future)
 - 99 Expert, Journalist Hope Glida** (Founder, Inkandescent Speakers Bureau)
 - Government Executive Karen Harwell** (US Deputy Assistant Secretary of State for Community and Human Rights in the Obama Administration)
 - Futurist Andy Weiss** (Professor in Residence, University of Houston)
 - Executive Dr. Gary Hearn** (Executive Director, Alameda Healthcare, Fairfax County Public Schools)
 - Author "The 1033 Issue: How to Keep Your Old Car Running Longer Than You Ever Imagined"**
 - Author "The 1033 Issue: How to Keep Your Old Car Running Longer Than You Ever Imagined"**
 - Author "The 1033 Issue: How to Keep Your Old Car Running Longer Than You Ever Imagined"**
- Are You Ready to Be Inspired?:** A section with a central image of a person's head with glowing connections, accompanied by text about the bureau's focus on providing best practices and insights to various professionals.
- Upcoming Events:** A list of scheduled speaking engagements with dates, speaker names, topics, and locations. Examples include:
 - May 15, 2013:** Speaker: Heather Horney; Topic: Brain Ready; Location: Stevens State University, Lakeland, Broward, CO.
 - May 15, 2013:** Speaker: Andy Weiss; Topic: Strategic Foresight; Location: Global Marketing Conference, Lakeland, Fairfax, VA.
 - May 15, 2013:** Speaker: Cindy Presson; Topic: What Dreams Do; Location: Houston, TX.
 - May 21, 2013:** Speaker: Hope Kay Glida; Topic: The 1033 Issue; Location: Houston, TX.
 - May 21, 2013:** Speaker: Hope Kay Glida; Topic: The 1033 Issue; Location: Houston, TX.
 - May 21, 2013:** Speaker: Hope Kay Glida; Topic: The 1033 Issue; Location: Houston, TX.
- Inkandescent Speaker of the Week:** A feature highlighting a speaker, such as **Andy Weiss** with the topic "10 Consumer + Business Trends".
- Keynotes, Workshops, and Seminar Topics:** A list of topics for various events, including "Overcoming the Tribes of Small-Business Failure" and "The Collaboration Crisis".
- Sheldon Weiner Featured in the Wall Street Journal:** A news item mentioning a feature in the Wall Street Journal.

WRITE A BOOK

Who doesn't want to write a book? It's one of those fantasies that drives many professionals.

What it is:

1. Books give you instant credibility. You must know what you are talking about, and be smart, if you have had the chops to publish a book.
2. Books give you something to talk about as a public speaker. In fact, almost all of the experts whom we have asked to be on the Inkandescent Speakers Bureau are authors. Not only do they have something to say, they have something more than a speech to sell—and that's good for them, the audience, and us.
3. Successful authors know their stuff. And, they often have businesses behind their books. That's a good thing, because it's tough to make a lot of money selling books—even notables such as Tom Brokaw have shared that insight. If you have a business, your book can be the best marketing device you have.

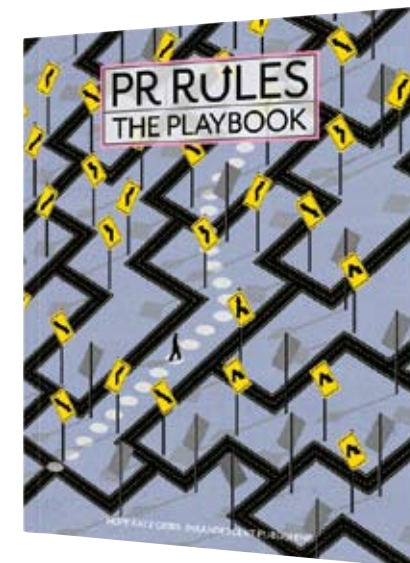
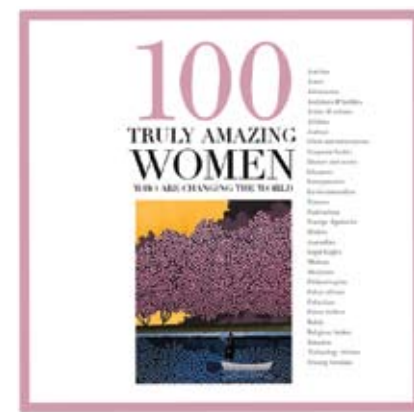
Inkandescent Publishing has three imprints. Which one would be a good fit for the book you are writing?

- **Inkandescent Rulebooks:** Best practices in small business.
- **Truly Amazing Women:** Leadership lessons from women who are making strides and changing lives.
- **The Parent Diaries:** How to help your children succeed in school—without going insane.

What it's not: While many people fantasize about seeing their tome hit the bestseller list, the odds are against it. Until recently, the publishing industry was set up so that it actually restricted millions of wannabe writers from landing a book deal and becoming published authors. In many cases, that was a good thing. Self-published books tend to range from pretty good to absolutely awful. Poorly written and poorly crafted books don't do a service to the author, or to readers.

So if you are going to embark on this intense endeavor, know what you are getting into.

INKANDESCENT PUBLISHING NEW RELEASES 2013



PAY IT FORWARD

In a 1784 letter to Benjamin Webb, Benjamin Franklin wrote: “I do not pretend to give such a Sum; I only lend it to you. When you meet with another honest Man in similar Distress, you must pay me by lending this Sum to him; enjoining him to discharge the Debt by a like operation, when he shall be able, and shall meet with another opportunity. I hope it may thus go thro’ many hands, before it meets with a Knave that will stop its Progress. This is a trick of mine for doing a deal of good with a little money.”

This is the essence of paying it forward.

Used to describe the concept of asking the beneficiary of a good deed to “repay” it to others instead of to the original benefactor—the concept has been around a long time. Author and reformer Lily Hardy Hammond coined it in her 1916 book, “In the Garden of Delight.”

In 1841, Ralph Waldo Emerson wrote an essay called “Compensation,” in which he shared: “In the order of nature we cannot render benefits to those from whom we receive them, or only seldom. But the benefit we receive must be rendered again, line for line, deed for deed, cent for cent, to somebody.”

What it is:

1. Giving back is good, and important, to do. Simple as that.
2. Once you have had success in business, it’s all the more important to share your wealth—and not just your money.
3. Sharing your time and expertise is often as valuable as giving away your cash.

What it’s not: Research shows that there are 1.5 million nonprofits in the country, and another 1.2 million around the world. At least one of them, if not several, needs you. Is it really necessary to start your own nonprofit? Probably not. Giving back is something you do to benefit others. Check your ego, and then proceed according to your wise conscience.

INKANDESCENT GIVING HOW WE PAY IT FORWARD



DonorsChoose.org founder Charles Best came up with a very big idea one day back in 1999 while eating lunch with his fellow high-school teachers in the Bronx.

“I knew there were people from all walks of life around the country who would want to help improve our public schools,” says Best, now 36, and the father of two.

Eleven teachers posted projects. In the 12 years since, about 800,000 citizen philanthropists have risen to the occasion.



donorschoose.org



Life is good Playmakers’ mission is to help kids overcome life-threatening challenges. “Play is serious business,” says chief Playmaker Steve Gross. “Millions of our nation’s youngest children have experienced profound trauma in its many forms, including domestic violence, abuse, neglect, natural disasters, and severe poverty.” Life can hurt—but play can heal. Gross calls it “The Playmaker Effect.” And he believes from the top of his favorite beret to the tips of his flip flops that play isn’t what you do—it’s how you do it.



lifeisgood.com/
playmakers



Empowered Women International is an award-winning nonprofit organization that channels the entrepreneurial drive and creative talents of high-potential immigrant, refugee, and low-income women.

“Economic and self-empowerment are powerful tools to liberate and transform each woman,” says founder Marga Fripp. “We use peer-to-peer relationships, a mentor family, and a network of support that helps women build confidence, connect in the community, and recognize their power as changemakers.”



ewint.org



Kidsave International gives older orphans and foster kids families through a unique involvement with “host” families, who advocate for them and give them a chance to experience family life.

If kids aren’t ready for adoption, mentors step in and stick by the kids long-term.

“Active in the USA, Russia, Colombia, and Africa, we are proving our program works,” says Terry Baugh, founder of Kidsave. “Our goal is to give children, everywhere, permanent families and lifelong community connections. Once these kids meet people, amazing things begin to happen.”



kidsave.org



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