

4 TIPS FOR AUTHENTIC, IMPASSIONED PR



ACTUALLY DO THE THING YOUR CLIENTS DO

When it comes to working with PR clients, I like to take an all-in approach. I've learned that I can represent my clients much more authentically if I really delve into their business. This involves lots of research ... but I'm also not afraid to get my hands dirty!

ACTIVELY LISTEN TO YOUR CLIENTS

As much as I love to talk, I also try to listen actively to my clients, the media and other stakeholders.

I make it a priority to remember things about the people I speak to so I can reconnect with them when I inevitably find myself in contact with them again. This habit has been extremely helpful as I've built a network over the years.



CREATE BRAND AMBASSADORS THROUGH YOUR PR EFFORTS



The goal of any brand should be to have ambassadors making the brand part of their persona.

As PR reps, it's our jobs to figure out how to make that happen. Staying keyed in to who those ambassadors are and how you can serve them on an ongoing basis will ensure continued growth for the brand or business.

DON'T TRY TO FOOL YOUR CUSTOMERS

Customers are a lot smarter than some businesses tend to give them credit for. And they can tell when the connection you're trying to make with them — digitally or using more traditional methods — is totally transactional.



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