

Publicity ideas you can use

Very often you know someone who has good ideas and simply doesn't know you need their help. Here are a few thoughts from my good friends Joan and Chuck Guild of Uni-Pro Printing and Design in Burnaby who do all my printing. I thought you might find them of interest.

Drop in and say hi to them and Lawrence and Sharon who take care of business now that they take some time off to travel.

Joan writes, “**Announce the results of research** you've conducted on your industry trends, your services, products or customers. Include in your announcement any changes you make as a result of this research.”

Create a sourcebook of experts in your organization. Send it to local media. Include employees who have expertise in areas that have little to do with your business.

Write a news release commenting on issues and trends that affect your community or industry – especially after you or one of your employees attends a national conference on the topic. Quote the conference speakers and include a quote from your CEO or employee. I've done this successfully on numerous occasions.

Co-sponsor a workshop with media on a topic mutual interest. The workshop will get you coverage, more so if you get the media to be one of the co-sponsors. As a bonus, you'll get members of the media to attend.

Send a copy of your employee and customer newsletters to your local newspaper editor. Reports occasionally will pick up ideas for stories. Also, include local freelance writers on this distribution list. They are frequently looking for story ideas.

Tie the events you promote into holidays, special events, and offbeat ways that relate to your business and your customers. For example, offer massages or marriage counseling to reduce holiday stress, or offer a gardening lesson for green thumb people on St. Patrick's day.

Just a few good ideas to kick-start your creative juices and gets them flowing.

Use the following page to brainstorm some more opportunities you might like to pursue this next year. You'll be amazed at the opportunities that abound if you start looking and thinking from public relations perspective.