

Stop PR Fears and Skyrocket Success!

Are you scared to contact media members?

By Melanie Rembrandt – PR Wizard

When you look at your sales numbers, do you scream like you've just seen a ghost?!

If things don't look so good, it's time to face your fears and make positive changes happen. And one of the most cost-effective ways to boost sales, awareness and credibility is to implement public relations' (PR) activities and get the power of the press working for you.

What does this mean?

While PR encompasses all of your business communications, a key part of this is getting your message out to the right media members at the right time. Basically, if you contact a specific reporter with a story idea and they publish an article about you online, you get free advertising. Even better, you receive third-party credibility because someone else is talking about your business and sharing it with their audience.

A single phone call with a reporter can increase your sales immediately.

But... I get it. The thought of picking up the phone and talking to a reporter may feel like you are about to walk into a haunted house! The PR fears kick in. Your throat closes up. You get the chills, and you just can't seem to function.

Well, here are few tips to overcome your PR fears and boost sales:

S – Set goals!

Before you begin, ask yourself what you want to accomplish by your actions. Figure out your end-goal and then write down the necessary steps to get to that point.

C – Create a plan!

Take your steps and create a specific action plan.

- What are you going to do and when?
- How will you track results?
- Who is responsible for each activity?

For example: I plan to research the contacts at my local paper on Monday, October 20th. Then, I will create a story idea specifically for the community reporter about our upcoming event. I will practice what I'm going to say and then call that person on Wednesday, October 22nd. Then, I will note what happens in my database and follow up accordingly.

A – Act on your plan!

This is very important. All of the planning in the world won't help you if you don't implement. Get the help and support you need from friends, co-workers, assistants, and more. Then, breathe deeply and take that first step!

R – Review what's working and what isn't!

If you want good results, it's essential to monitor what activities are working and what aren't. For example, if media members are not interested in your story idea, make a note of it and create a new one! If your landing page, social media efforts, articles, emails, and more don't boost sales, track what is happening and make changes. This way, you can save time and money and really focus on what works!

E – Enjoy your success!

Phew! You followed all of these PR points and were able to get a feature story in the local media, build awareness fast, and see sales increase without wasting resources. You know what works best and can move forward in a positive direction. Sit back, relax and enjoy that Halloween candy!

Don't Get Scared! Get Moving!

Talking to media members and pitching your story can be very intimidating. However, if you know what you want to accomplish, plan accordingly and act on your plan, you can overcome your fears. Take that first step and track your actions along the way. This way, you'll learn what works best and future PR communications will be a lot less scary!

Meet Melanie Rembrandt



The founder of Rembrandt Communications[®], LLC, at www.rembrandtwrites.com, Melanie Rembrandt is an award-winning publicist, copywriter and speaker.

She has helped thousands of entrepreneurs worldwide through her articles in top publications (such as *Harvard Business Review*, *The Rich Dad Company*, *Thrive Global*, *Medium*, *Success*, *Office Depot*, etc.), presentations at Dan Kennedy's No B.S., Rich Dad, American Writers and Artists Inc, PINK, and many

other events, the “Simplify Your Business” C-Suite Radio podcast, and The Small Business PR Academy.

A magna cum laude graduate of the prestigious UCLA School of Theater, Film and Television, Melanie has appeared on all of the major television networks and is the author of “*Simple Publicity*,” (Foreword by Lee Milteer), “*Secrets of Becoming a Publicist*” and “*Dance Class Etiquette*.”

Entrepreneurs, Fortune 500 companies, and celebrities work with Melanie to have more time to thrive. And if she’s not at her desk, you can usually find her helping others, kickboxing, dancing, or scuba diving with sharks!

Do you know what you should *never* say to the media?

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