

## Experiencing the Benefits of Public Relations

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Public relations brings you opportunities to be quoted in the media, write by-lined articles and speak in front of well-targeted audiences. Many legal professionals still consider these outreach efforts distractions. They don't appreciate the profound impact public relations has on their ability to create -- and keep -- quality clients. Generating new business coupled with leveraging client satisfaction is the one-two punch of effective marketing. Yet, law firms often fail to include public relations in their marketing plans due to a variety of myths and misconception about how it works.

One misconception is that media exposure is only beneficial if it is the Wall Street Journal or 60 Minutes. While you may one day get your 15 seconds in one of these spotlights, good public relations starts closer to home. There are a variety of accessible, well-targeted media opportunities eager for new names and ideas.

Another misconception people entertain is that they have nothing "newsworthy" to say. Legal professionals don't realize that the problems they solve for their clients every day hold the seed of a public relations effort. Most importantly, you can capitalize on this exposure without compromising client confidentiality. If you don't

have the opportunity to report a recent "win," you can still provide a commentary on the general issues at hand.

While positive public relations obviously impacts the ability to generate new clients, many overlook its ability to impress existing clients. Reminding clients that they have partnered with a recognized professional can galvanize relationships, enhance the level of satisfaction, and stimulate new projects. Consider some of the public relations benefits that can bring significant value to your firm.

### Public relations provides "Reach"

Marketing is a numbers game: the greater the reach to quality targets, the greater the results. Public relations is effective because it can reach large numbers. Imagine if you were able to have your own column in the trade journal of your target industry. You could possibly reach **every** decision-maker in your target market. Similarly, when you give a speech, most members of the audience will receive your message.

### Public relations provides "Frequency"

A single communication with a target is not enough to make a lasting impression. A consistent public relations campaign keeps your name in front of your targets. And, since public relations consists of so many different venues and communications techniques, it gives you the ability to have a ubiquitous presence that is always fresh and meaningful.

### Public relations provides credibility

Before anyone will hire a professional, they have to develop trust. Exposure through public relations undeniably increases your image of safety, leadership, authority, knowledge and (possibly most important) prestige. Part of the magic of the media is that it is absolutely perceived as a filter that selects credible experts. Public relations builds a foundation of credibility so, when you meet a prospect who is familiar with your public image, the likelihood of bonding is substantially increased.

### Public relations is self-perpetuating

Publishers ask for another article. Reporters come back to quote you on other issues. Program chairs invite you back for another speech. Audience members invite you to speak at other organizations.

### Public relations is delegable

One of the great obstacles to marketing yourself is that it requires so much of your time. And you're already too busy. Delegating the responsibility of contacting media outlets, arranging for speaking opportunities, and preparing articles makes public relations easy. Of course, the effectiveness of your results is directly related to your ability to hire a quality PR professional. Creativity, persistence, vigilance, writing skills and a willingness to be open

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## The Bill of No Rights


The following has been attributed to State Representative Mitchell Kaye from GA. The guy should have run for President..... "We, the sensible people of the United States, in an attempt to help everyone get along, restore some semblance of justice, avoid any more riots, keep our nation safe, promote positive behavior, and secure the blessings of debt free liberty to ourselves and our great-great-grandchildren, hereby try one more time to ordain and establish some common sense guidelines for the terminally whiny, guilt ridden, delusional and other liberal bed-wetters. We hold these truths to be self-evident: that a whole lot of people are confused by the Bill of Rights and are so dim that they require a Bill of No Rights."

- **ARTICLE I:** You do not have the right to a new car, big screen TV or any other form of wealth. More power to you if you can legally acquire them, but no one is guaranteeing anything.
- **ARTICLE II:** You do not have the right to never be offended. This country is based on freedom, and that means freedom for everyone -- not just you! You may leave the room, turn the channel, express a different opinion, etc., but the world is full of idiots, and probably always will be ... and like the rest of us you need to simply deal with it.
- **ARTICLE III:** You do not have the right to be free from harm. If you stick

a screwdriver in your eye, learn to be more careful, do not expect the tool manufacturer to make you and all your relatives independently wealthy.

- **ARTICLE IV:** You do not have the right to free food and housing. Americans are the most charitable people to be found, and will gladly help anyone in need, but we are quickly growing weary of subsidizing generation after generation of professional couch potatoes who achieve nothing more than the creation of another generation of professional couch potatoes.
- **ARTICLE V:** You do not have the right to free health care. That would be nice, but from the looks of public housing, we're just not interested in public health care.
- **ARTICLE VI:** You do not have the right to physically harm other people. If you kidnap, rape, intentionally maim, or kill someone, don't be surprised if the rest of us want to see you fry in the electric chair.
- **ARTICLE VII:** You do not have the right to the possessions of others. If you rob, cheat or coerce away the goods or services of other citizens, don't be surprised if the rest of us get together and lock you away in a place where you still won't have the right to a big screen color TV, pool tables, weight rooms or a life of leisure.

- **ARTICLE VIII:** You don't have the right to a job. All of us sure want you to have a job, and will gladly help you along in hard times, but we expect you to take advantage of the opportunities of part time jobs, education and vocational training laid before you to make yourself useful.
- **ARTICLE IX:** You do not have the right to happiness. Being an American means that you have the right to PURSUE happiness --which by the way, is a lot easier if you are unencumbered by an overabundance of idiotic laws created by those of you who were confused by the Bill of Rights,"
- **ARTICLE X:** This is an English speaking country. We don't care where you are from. We welcome you here. English is our language and like the one you left behind, we also have a culture. Learn it or go back to the country and the living conditions you were fleeing.

If you agree, share this with a friend. No, you don't have to, and nothing tragic will befall you if you don't. I just think it is about time common sense is allowed to flourish - just call it "The Age of Reason Revisited." 

*From the Internet*

## Public Relations

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and communicative with you are hallmarks of successful relationship with a PR professional.

Public relations is an exciting component in any marketing plan. Well conceived and properly implemented, it is cost effective. And, as you invest in public relations, you'll discover that the process of building your reputation is both fun and financially rewarding.

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