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Don't Be Incredible

By Harry Hoover

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Public relations is all about credibility and trustworthiness. If you don't practice PR, then you are likely to be incredible.

Some of the elements of a PR program include research, media relations, publicity, special events, employee relations, client relationship management, crisis communication, trade shows/conferences, community and government relations, and corporate identity. PR helps you shape internal and external opinion about your organization with an eye toward building support among your key "publics."

What can you expect from PR if it is done correctly?

- Boost Credibility. Media coverage or word-of-mouth from the right people heightens your credibility much more than an ad ever could.
- Build Trust. People trust what they are familiar with. A proactive PR program that gets and keeps your name in front of people can be the first step in building that trust.
- Generate Leads. Positive publicity for your products and services can generate sales leads for you to follow up.
- Word-of-Mouth. By increasing awareness of your company, people and products, media coverage provides fodder for the word-of-mouth machine.

– Shape Attitudes. From employee communication to publicity, PR tactics can be used to tell your story convincingly to key publics.

–Refine Customer Service. Those who believe PR is about one-way, top-down spin doctoring – I hope – are relics of the past. Two-way PR, in which the company actually solicits and listens to customer feedback, can provide the kind of edge companies need today in this age of commoditization.

So, don't be incredible. Make PR an integral part of your business strategy.

How to Create Incredible Characters Easily

By Caterina Christakos

Creating incredible characters can be easy if you know of a few simple rules:

Each character should have his own voice. If your character is from Brooklyn, give him brooklyn accent and mannerisms.

Before you write, decide on his or her background and outline it thoroughly. If she is supposed to be from a high profile Georgia family, know what her parents do for a living. Is she trying to live up to their standards or does she move to California in rebellion? Why?

Know your character's motivations. If he is a serial killer, what about his upbringing or his mind created him into the pathological criminal that he is.

The lesson is know your characters. Know what makes them tick. Know what drives them wild and what drives them crazy. Know them as well as you know yourself otherwise your audience never will.

By creating a thorough outline on each characters before you begin writing, the decisions are made for you. You will know your characters well enough to know what they would and wouldn't say and how they would say it. More importantly, your readers will believe in them and in you.

Caterina Christakos is the author of *How to Write a Children's Book in 30 Days or Less*. For more writing tips go to:

How to Create Incredible Characters Easily
The Incredible Human Psyche
German Castles — 4 of the most incredible ones — Part II
Where To Find The Best Destinations For White Water Kayaking
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