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The Body of Public Relations

By Ana Ventura

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When broken down, public relations is really nothing more than a set of parts placed together to function as a whole, not unlike a living body. Each of these components performs a specified function, so that when combined with the other parts, the operation smoothly performs the task at hand.

Let's start off at the top. The head of your operation is the strategy you choose to use. This falls under the two options: targeted and non-targeted public relations. If you choose to target an audience, this means that you will be appealing to a specific group of people. Non-targeted public relations, on the other hand, mean that you choose to appeal to the masses.

Targeting your audience is usually the better way to go, because you already know that the people that will come into contact with your efforts have an interest in whatever it is you are marketing. This approach focuses on quality, not quantity, which can usually bring in more results than the mass non-targeted pr campaigns.

The arms of your pr consist of how you choose to get your information to people. Press releases, public speaking, self promotion articles, and media kits are a few of the ways that many Public relations specialists go about getting their company's name out there.

Of course, public relations need something solid to stand on, which is where integrating pr comes in. By reprinting or reusing articles and blurbs in your marketing that arose within your PR

campaign, you are ensuring maximum exposure. You can also turn feature length articles into manuscripts and books about your topic. This will establish your credibility as an expert in your field.

Finally, the heart of your public relations might be the most important bit of the PR body. Give your audience and offer. It doesn't matter how much free information you hand out, many people will not respond until they see an offer. Key components of your offer are clean, persuasive language, as well as keeping neutrality in the offer. This will give your customers a reason to come back to you.

Integrating all of the components of a great PR campaign is a surefire way to get your company's name acknowledged in your field.

How To Get The Media To Cover Your Story

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There are two big misconceptions that a fair amount of business professionals hold about the media and their attitude towards those in the public relations field.

The first misconception is that the media despises anyone in public relations. Some people tend to think that journalists or other news writers prefer to dig up all their stories from scratch, and not get ideas from outside sources.

The second and opposite misconception about the media is that they are lazy, and simply print press releases sent out by PR groups word for word. It is thought sometimes that the media runs stories or news about a particular company in hopes of getting more advertising dollars in the future.

In actuality, the media recognizes public relations simply as a part of their field. Many times, public relations efforts bring about many interesting opportunities and stories for media folk, and the media does not avoid using nor actively seek out public relations material.

The Body of Public Relations

There are a few things that you can keep in mind when putting together material for release to the media. The number one most important thing is that the job of an editor is to find interesting and pertinent material for their audience.

Think about it this way: you write an ad and decide to place the ad in a few national newspapers and magazines. Your main interest is that the ad is catchy and convincing to the readers of those publications. You are not concerned that the magazine or newspaper editors will like the ad, because it's not up to them—you paid for the placement. But, when submitting material for public relations purposes you have to keep in mind that the material has to suit both the editor and the reader.

If the editor finds your work acceptable for both the publication and the intended audience, you are well on your way towards a great public relations relationship with the media.

So, the media are not much different from anyone else that you might find out and about in the working world—they are just

doing their job and trying to get material together. Keep their needs, the reader's needs, and your needs in mind, and your PR skills will be top notch.

Ana Ventura specializes in helping businesses, organizations, and individuals get media coverage. She is a PR expert at [DrNunley'shttp://FullServicePR.com](http://FullServicePR.com), a site specializing in affordable publicity services. Reach Ana at <mailto:ana@fullservicepr.com> or 801-328-9006.



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