

How to Avoid Post-PR Depression

Turning media mentions into long-term results

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Getting ones “15 minutes of fame” in the media is an ego-charge for many professionals. But what you do with the minutes before and after that mention is equally important.

Expecting clients or customers to come rushing to you simply because they saw your name in the press (traditional media or online) is simply not realistic. PR can drive awareness and credibility, but it may not result in immediate sales.

Here is what you should do prior to a media appearance or interview...

- If you're a product manufacturer, ensure you have enough inventory and a good fulfillment process in place. One of our clients prepared for her Oprah appearance by making sure her local temporary agency was ready to supply extra phone staff and that her entire team was well-trained.
- Check your website to make sure it's accurate and that all links are working.
- Have your message points well rehearsed and make sure you get your key message across. Consider professional media training or role-play with someone who is media savvy.
- If you're going to appear on TV or radio, be sure you've alerted customers and prospects to watch or listen-in.
- Add a mention to your signature line and social media sites. Inform, but be careful not to cross the line to blatant horn-tooting. You can tell people what they will learn by listening to you...not that you're going to be semi-famous.

And, once you have had your 15 minutes...

- Post your mention on your website and social media sites
- Include clips in sales materials
- Congratulate other people mentioned in an article or interview. It's a great way to network with professionals in the same business as you
- Send a copy to your mother and grandmother. They may not buy your product or service, but they will be proud.

Remember that PR is only one component of an integrated media strategy. Although third party endorsements can be powerful, direct selling is ultimately needed to close the sale. Make sure that your plan includes other forms of communications as well.

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