

• **THE BIG BOOK OF TIPS** •

550

PR, Marketing &
Social Strategy Tips

Tips To Grow Your Business

(in 140 characters or less)

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- 1** #1 pet peeve of journalists. People who call and pitch not knowing what they cover. Do your homework.
- 2** 100's of engaged followers will do more for you than 1000's of token ones.
- 3** After a pitch, make sure you give several contact #s to a reporter. The press waits for no one.
- 4** Ally yourself w/local charity, sponsor sports teams. Commitment to social responsibility attracts customers.
- 5** Remember the 5th "P" of the new marketing mix, Presence. If they can't find you, they can't work w/ you.
- 6** Instead of asking for new Facebook "Likes," link your "Read More" email mktg campaign messages to Facebook & encourage feedback.
- 7** Your "About" page is often your 2nd most visited. Focus on you & them. Tell a great story of who you are & what you will do for them.
- 8** Transition from thinking about how SM strategy helps your biz to how SM strategy helps your customers. Then you'll see results.
- 9** Think about the phrase "You can't change what you can't measure." Are you using your analytics strategically?
- 10** SM is all about THEM, not all about YOU. Do an audit of your networks. Is it just about you? Commit to engage to get results.
- 11** Acknowledge tweets, emails, comments. It's not good PR or customer service to ignore anyone.

- 12** Ask how customers heard about you. PR is an ongoing process & needs constant tweaking.
- 13** Be helpful. Reciprocity produces incredible returns on a simple tip or referral.
- 14** Be on time, or early. Punctuality is a sincere form of courtesy.
- 15** Be sure & have press materials ready to be sent at a moment's notice.
- 16** Be real, honest, genuine. Authenticity is catnip. -- Networking
- 17** Always pick up the check. People won't remember what they had for lunch, but they'll always remember who picked up the check.
- 18** Transfer the enthusiasm you feel for your brand to everyone you meet. You'll see results.
- 19** A good press release - about 400 words. Shorter the better. Just enough info to secure an interview.
- 20** A great pitch - Story angle tie-ins, description of where it could fit in the media outlet & a call to action.
- 21** A happy customer is your greatest endorsement. Respond promptly and honestly.
- 22** A media angle must have some distinctive quality. Journalists sniff out what's different, not what's the same.

- 23** A quick call or email to a journalist outlining your pitch tests the water.
- 24** A site that blasts your pitch to reporters & bloggers nationwide -- <http://www.pitchforpr.com/>
- 25** A strong brand can make any business stand out, particularly in competitive markets.
- 26** Always say thanks to a journalist for a story, mention, item etc.
- 27** Smile, look engaging. Networking.
- 28** Apply for an award. Ck local Biz Journals, chambers. Like positive news stories, awards confer credibility.
- 29** Segment your market based on consumer lifecycle. Provide content, add value for each stage.
- 30** Make an editorial calendar & stick with it. Use as a reminder to add content, update photo's, Facebook, keyword research, etc.
- 31** Need inspiration? Keep a list of your targeted keywords at your desk. Use as content/headline/alt text inspiration.
- 32** Schedule a free webinar: "What You Need to Know About...." or "5 tips to..." Great for SEO, listbuilding.
- 33** Web copy should sell benefits not features.

- 34** Don't just share links on Twitter/FB/LI. Add your voice & personality, Solicit feedback. Connect to convert.
- 35** Commit to updating your site at least once a week. Search engines love new content.
- 36** If you haven't already, sign up for <http://www.helpareporter.com>. Invaluable for business owners.
- 37** People find your site while looking for a solution to a problem. You have seconds to grab their attention & provide the solution.
- 38** Appreciate at least one person daily. By email, twitter, FB, phone. Karma.
- 39** Are you monitoring your presence on Twitter? Try TweetBeep - Google alerts for Twitter.
- 40** Are you prepared w/facts & figures so you can respond to a PR crisis quickly?
- 41** Are you ready to handle the media's questions -- no matter what they are?
- 42** Are your news releases objective? Backed by facts & figures? Focused on 1 or 2 main ideas?
- 43** As a marketing tool, news releases are only as valuable as the keywords & phrases that are contained in them.
- 44** As you increase your network, remember follow up is key - b-day, thank you, thinking of you, holiday cards.

- 45** Assume your audience is inundated w/info and ask, what's different about my message?
- 46** Attract followers in your target market. Why care about 1000's of followers who don't care about what you have to say?
- 47** B4 you pitch. Do your homework. Watch TV, read several issues of magazines & blogs & a week's worth of newspapers.
- 48** Bad PR? Respond immediately and never lie. The media are trained to investigate and they WILL find the truth. Just ask Tiger Woods.
- 49** Be authentic. Email messages should read as if you're telling a story. On the phone? Relax.
- 50** Be briefed on current events. Always. You'll be able to converse w/ any CEO.
- 51** Be honest with journalists & reporters. They know. They make their living talking to people.
- 52** Be humble. Journalists & bloggers need content to fill their pages, but arrogance will get you nowhere.
- 53** Be proactive. Network weekly. Plan to meet at least one new person a week. You'll see results.
- 54** Be productive. Reach out to new clients and friends. Look w/in your circle for a connection.
- 55** Use a monitoring app like Hootsuite or Tweetdeck. Create columns for keywords, your industry, your competitors. Join the conversation.

- 56** Have a new product/service? Select a few customers or clients to be "beta" testers. Get feedback, they feel good about being hand selected.
- 57** Make it easy for readers to leave comments. If possible, avoid requiring login, difficult captcha's. Comments create authority, loyalty.
- 58** There is a balance between personal branding and blatant self-promotion. Find yours.
- 59** Your customers Google you, read reviews about you, research your competition...all before making contact with you. Monitoring matters.
- 60** Trial & error is now trial and measure. Focus on analytics to study onsite behavior, craft targeted messages, identify opportunities.
- 61** The key to high quality, relevant content creation is knowing your audience. Do your homework to know what resonates with your target.
- 62** Create co-marketing opportunities w/ complementary businesses. Leverage each other's networks with discounts/promotions.
- 63** Write copy like you talk. Be friendly, short, avoid marketing speak. Ask yourself before you publish "Would I respond/react?"
- 64** Be realistic about when the media will cover you. Lead times vary & media outlets can have a one-day to 4-month window.
- 65** Be thankful for every mention your company receives. There is no such thing as a small hit.
- 66** Be your brand. Be in love w/ & inspired by your brand's mission. This translates trust & authenticity. Good press will follow.

- 67** Before meeting w/ a journalist, read their last 5 articles in full.
- 68** Before you pitch -- Know editorial deadlines & be early.
- 69** Know your target market. Who do you want buying from you?
- 70** Build relationships. When people feel they know & trust who you are, they will invest in your brand every time.
- 71** Boost your brand awareness. Make use of Leads Services. HARO, Pitchrate, PRSourceCode, ProfNet.
- 72** Brainstorm various story ideas & angles. Each message needs its own presentation, approach & delivery.
- 73** Brand yourself. You are an expert in your field. Execute your plan via speaking, volunteering, Social Media. Blog, network.
- 74** Branding is complex yet simple: the creation & development of a specific identity for your biz, product or person.
- 75** Build relationships – lunches, trade events, seminars.
- 76** Who is your competition? It's no longer the local competitor but breaking through the noise. Understand what holds your customers attention.
- 77** Be sure your out of office reply includes links to your profiles, site, blog, FAQ's landing page.

- 78** As the saying goes...Building a community is more effective than building a following. Everything you share should have that in mind.
- 79** Instead of just using testimonials (I love this product!) use customer case studies (this product/service resulted in.....for me/my biz).
- 80** Set clear expectations of how you'll use your opt in list & deliver what is promised. Segment sign up for interest & increased targeting.
- 81** Stop using auto DM's. Take 5 min/day to send a personalized message to new followers about their bio/site. Make it about them, not you.
- 82** Not sure what to blog/post about? Focus on client/customer stories. Makes future volunteers/donors envision working w/ you.
- 83** Try a new platform each month—video blogging, webinars, Foursquare. Monitor results. New channels=New Opportunities.
- 84** Having 10K Twitter Followers or FB Fans means nothing if they aren't buying from you. Quality over quantity for true success.
- 85** Use @socialmention's Q&A feature to find ppl asking about your product/service. Answer w/ a link back to your site.
- 86** Submit your content-Benefit from their traffic & search power. Look for industry or location specific sites that allow for blog creation.
- 87** Schedule 10 min/wk for blog/news commenting. Makes you the expert, bonus SEO, drives people to your site. Provide value, not spam.
- 88** Nurture your relationships. When people feel they know & trust who you are, they will invest in your brand every time.

- 89** Build your list. Joint ventures w/experts who have an established database.
- 90** Build your team. It's not always the \$\$ that you need, it's people w/expertise & contacts.
- 91** Building your media list - news editors decide which stories will be covered by which reporter.
- 92** Call your media contact with a brief phone pitch before sending materials -- for a heads up.
- 93** Calling someone in the media? Your first 4 words should be - Are you on deadline?
- 94** Community newspapers - Customize the story to their local readers.
- 95** Consider DIYPR for your biz. Excellent option for any size company. You'll see results quickly.
- 96** Consistency is king. Come up w/your 10-second elevator speech & use it. Consistently.
- 97** Conversations about your biz occur every day on Twitter, FB, LI - for public viewing. Make sure to monitor daily.
- 98** Create & maintain key relationships. Identify people w/common interests & different skills.
- 99** Create & participate in special events to attract attention & customers. Fairs, trade shows, conferences.

- 100** Create a fact sheet for your biz. You need one to feed a journalist correct info.
- 101** Great story angle. Start a Hall of Fame. Induct some of your industry's top people.
- 102** Create a media kit. Make it downloadable on your site. Carry print ones in your car.
- 103** Create a story angle by tying in with Holidays, or create your own.
<http://www.mhprofessional.com/category/?cat=3>
- 104** Create alliance w/ charity to benefit from special events. This offers you the op to drive coverage of your good works.
- 105** Create an online newsroom w/ press releases, links & PDF's of media coverage, etc.
- 106** Create links in releases to deliver potential customers to landing pages on your website.
- 107** Create news by staging an event.
- 108** Create PR ops - submit articles, commission a survey, give expert opinions, comment on blogs, letters to the editor.
- 109** Create strategic alliances. Partner w/ talented and super smart people.
- 110** Create valuable content targeted at solving problems for your customers. Offer solutions & you'll receive enormous return.

- 111** Creative releases can lead to stories that increase sales, enhance credibility & give you a competitive edge.
- 112** Creativity & a clear, focused, understandable message that can be communicated in seconds is paramount.
- 113** Create a resource section for your site—tips, events, how to's, reports. Being an information source=return visits=loyalty.
- 114** Can the person monitoring your SM (ex, marketing) address questions? If not, have communication plan w/ the ppl who can.
- 115** Have a happy customer? Ask for a video testimonial. More personal, easy to optimize, more authentic than text. Share on site/facebook.
- 116** Do a search for your target industry+associations. Most produce newsletters & content, are underfunded & looking for guest contributors.
- 117** If repeating the same message on FB, Twitter or LI, vary the language. Ex: if promoting event repeat the same concepts w/ different words.
- 118** Apply the social strategy to your email campaigns. Don't sell or broadcast. Identify pain, provide a solution.
- 119** Use analytics to determine what is resonating with your customers/clients & to craft future messages.
- 120** Repurpose your best content by creating a drip email mini-course campaign. Added value for your existing list, great list building tool.
- 121** Create alerts for yourself, your org, your key players & your competition. Know what is being said, identify opptys the competition misses.

- 122** Before sending an email campaign, do a complete audit. Proofread, check every link, do a spam check.
- 123** Using video? Remember the average attn span is 20-30 seconds. Be professional, engaging & have a clear call to action. Brevity is key.
- 124** Crisis Checklist - Make lists of leading, difficult & tricky questions that could be asked & practice answering.
- 125** Crisis PR - Acknowledge quickly, keep statements factual. Explain remedy plan.
- 126** Whatever the scale & type of Crisis PR, own it from the start. You can contain & minimize if you take control early.
- 127** Customer service first. The customer tells the true story. Make sure you can support what you're hyping.
- 128** Customers have choices and if you're not consistently vying for their attention, you'll fall off their radar screens.
- 129** Daily Newspaper deadlines: every day, usually at the end of the workday.
- 130** Develop a low cost PR campaign & handle in house. PR is a powerful tool & a successful campaign lends credibility.
- 131** Develop a mission statement that shows your reason for being and the value you provide to your customers.
- 132** Develop calendar of events & make your biz visible in areas related to potential clients' interests.

- 133** Develop your 10-sec tagline that expresses who you are & what you do.
- 134** Research topics relevant to your biz & who writes about them. Add to your media list.
- 135** Develop your PR plan of attack. What communication vehicles will you use?
- 136** Did you know that as many as 80% of job openings are filled by networking?
- 137** Do your homework before pitching. Familiarize yourself w/the outlet & its focus.
- 138** Don't be scared to call a reporter. You pitch your company every day to customers. The media is no different.
- 139** Don't forget -- Bloggers are journalists too. Find them at top100bloggers.com or Bloggers.com.
- 140** Don't just donate time to an organization. Stake out a leadership position. You'll meet & help others.
- 141** Don't overly promote. Be helpful. Show expertise & reputation will grow. Your voice will be sought & respected.
- 142** Don't take "no" personally. Editors receive several pitches a day.
- 143** Dress appropriately. Dignified dress is a sign of self-respect, something you always want to convey.

- 144** Effective PR doesn't have to cost a fortune. Think about DIYPR. <http://hlmediapartners.com/>.
- 145** Empower your life. Give to your community. Biz happens while volunteering & gives you a legit aura of leadership.
- 146** Engage media on Twitter - follow reporters you want to build a relationship with. Find them at mediaontwitter.com.
- 147** Entertain while you inform or you won't be noticed.
- 148** Even if you're a Twitter naysayer, claim your handle before someone else does - like your competition.
- 149** Everyone is clamoring for good press. You must bring the noise to your release to make it stand out.
- 150** Face time - the most effective & underused method of communication. People do biz w/who they know & trust.
- 151** Figure out your uniqueness. Use this as part of your brand. Use it everywhere. FB, Twitter, in your elevator speech.
- 152** Find execs to follow on Twitter - <http://www.exectweets.com>.
- 153** Find story ideas in the course of your daily routine. Keep a notebook handy. You'll be surprised at what you find.
- 154** Focus on the brand of you to take your biz to the next level.

- 155** Focus on what your biz achieves for clients. Your brand is no good to you if it's not delivering what customers want.
- 156** For marketing purposes, assume that elderly consumers are 15 years younger than they actually are.
- 157** Free service for non-profits to help maximize media coverage - Media Trust <http://www.mediatrust.org/>.
- 158** Get your release off to a strong start w/a compelling headline. You have one chance to make a 1st impression.
- 159** Give several contact numbers to a media contact. The press waits for no one.
- 160** Good media angle? Determine need. Is your idea beneficial to others? Does it serve a purpose?
- 161** Find a negative comment/post/tweet about your org? Acknowledge in public (shows you're listening), resolve in private.
- 162** Instead of focusing on connecting to convert, focus on connecting for community. Conversions will follow.
- 163** People do business w/ people they like. Show some personality in your SM efforts.
- 164** Your website is your most important piece of real estate. Look at it as a customer/client. Are you impressed? Is it helpful? If not, fix ASAP.
- 165** Eye tracking studies reveal our eyes are drawn to the first few words of headlines. Select headlines carefully for maximum impact.

- 166** Forget marketing speak. Write sales copy how customers/clients speak & search. Need ideas? Ask them to tell you in their words what you do.
- 167** Keep a list of emails you subscribe to that you actually read. What is different from those you don't? Apply that to your own campaigns.
- 168** Integrate your efforts. Ex: Include an email opt-spin form on your Facebook page. Make clear the value for signing up.
- 169** Great stories can lead to awards & prestige for the media. That's why they're always receptive to the next great idea.
- 170** Grow connections in categories you need to reach. Review each invite before you accept. Make sure it's a fit.
- 171** Have press materials ready to be emailed at a moment's notice. Back-grounder, bios, photos, quotes, links.
- 172** Having a successful PR & branding strategy is not all about you. Promoting others builds your audience & reputation.
- 173** Honor your process. You are the best salesperson you have. Know your work & don't undersell yourself.
- 174** Host your own event. People do business with people. Face time.
- 175** How would you sum up your business if only given 10 seconds? Perfect it.
- 176** How your information is delivered and framed impacts how the listener, reader, viewer will react.

- 177** Don't swear on Twitter, Facebook or LinkedIn. It's not good for your professional image.
- 178** I love contests as part of a PR strategy. One successful contest can double your biz overnight.
- 179** I'm loving Twitter, Facebook & LinkedIn, but don't ignore face time.
- 180** If someone reaches out to you, respond quickly. Karma. It's essential for good business & a happy life.
- 181** If the media is covering a national story of interest to your biz, offer up a local angle.
- 182** If you believe in yourself, you can sell anything. Customers will recognize your conviction and that translates trust.
- 183** If you don't think every day is a good day, just try missing one.
- 184** If you really need something done, ask a busy person.
- 185** If you sell a product, carry it with you. Take it everywhere. If too big, carry pictures.
- 186** If your release were about a biz you weren't familiar with, would you be interested in reading it?
- 187** I'm loving this site -- <http://www.awardsync.com/> - Helps you identify & track awards.

- 188** In press releases, pay attention to the key words. These will boost your ranking in search engines.
- 189** In the event anyone asks about negative comments found on the Net, have key messages of explanation prepared.
- 190** Increase media coverage. Free Press release distribution @ free-press-release.com, pr.com, prweb.com
- 191** Internet Public Library -- <http://www.ipl.org/div/news/>
- 192** It's Twitter Karma to RT.
- 193** It's much easier to reach the corner office than to stay there. Keep advancing your skill sets. Continue to learn.
- 194** Journalists & TV producers receive tons of pitches & story ideas daily. Be grateful when they choose yours.
- 195** Journalists want 2 things: reliable facts & an interesting news angle.
- 196** Journalists work on deadlines. Give them what they need in the form they need it. Respect their time frame.
- 197** Keep basic PR tools updated -- well-written press releases, press kit, fact sheets, Q&A's, backgrounders, key employee bios, high-res photos.
- 198** Keep biz bios updated w/ links to recently published articles, media quotes, speaking engagements, CE courses.

- 199** Keep pitches, VM's short & to the point.
- 200** Keep up to date w/newspapers, websites, trade & professional pubs, magazines, etc.
- 201** Keep your media list updated -- always. NewsLink -- <http://www.newslink.org/>.
- 202** Know 3 easily recognizable advantages your product has over the competition.
- 203** Learn to work the media. You have 3 choices: invisible, target, expert.
- 204** Let your customers know that you listen & engage on Social Media. It's critical for good customer service.
- 205** Let your work speak for you. Honor it. Reputation is everything -- in business & in life.
- 206** List who you'd like to reach this year & their potential influencers. Develop timetable & calendar of outreach.
- 207** Listen attentively during your pitch. By listening, you're able to steer the conversation your way.
- 208** Quality over Quantity. Identify where quality traffic comes from & site behavior by monitoring page views, time on site, goals met, bounce.
- 209** Having a SM strategy is important, but not as important as being flexible. You don't define success, your customers do.

- 210** Studies show reviews are the most effective advertising. Encourage your customers/clients to share their experiences.
- 211** Having a call to action is irrelevant w/o a clear follow-up plan. Don't focus on the lead, focus on what you need to keep them.
- 212** Too many miss the oppty of Google Local Listings. Claim, complete, optimize & learn from the analytics.
- 213** Localize your content. Be sure to include localized keyword terms for people searching for local solutions.
- 214** Social Media isn't about selling. Don't forget the "social"...it is what makes SM effective.
- 215** Listen to questions your clients ask you. A trend may be starting you can tie in to.
- 216** Listen to your market. Consumers are all over the web - making it easier to survey their needs.
- 217** Make a list of your best clients. What media outlets do they follow? Find out. This starts your media list.
- 218** Make brief phone pitch - have your pitch points in front of you - send additional info, follow up.
- 219** Make sure you @ reply on Twitter. Be interested & engage others. Your followers will tell theirs.
- 220** Make sure you know an outlet's readership. Then research the right contact before you pitch.

- 221** 5 reasons why your product or service cannot fail -Media Angle
- 222** Celebs who use your product. - News Angle
- 223** Create & promote a special event. - Media Angle
- 224** Do you have info that people always want to know about? Tax tips? Nutrition ideas? - Media Angle
- 225** Family-friendly initiatives. - Media Angle
- 226** How was your product/service technology discovered? By whom? - News Angle
- 227** Increasing employee numbers due to business success. News Angle
- 228** Is your biz involved with charitable causes? News Angle
- 229** Make sure you're always briefed on current events. This empowers you to converse with any potential client. Subscribe to USA Today.
- 230** Make sure your marketing materials are downloadable.
- 231** Make sure your press release contains 3-5% SEO keyword density. Headline - 15-20%.

- 232** Make your message count. It should be compelling enough to attract attention.
- 233** Market to where your clients are to be found, as opposed to marketing w/in your own service industry.
- 234** Marketing to kids? Remember - children think they're 5 years older than they actually are.
- 235** Tie-in with a current trend. - News Angle
- 236** Top 10 tips to ... - Media Angle
- 237** What has been the personal impact on those who are using your product/service - specific examples. News Angle
- 238** What makes you unique from other biz's in your industry? Media Angle
- 239** Media angles must have some distinctive quality. Journalists sniff out what's different, not what's the same.
- 240** Your Media list - news editors decide which stories will be covered by which reporter.
- 241** Online, offline, social media - all build respect for your business. Exposure creates public esteem and action that affects your bottom line.
- 242** Media folks are stressed & cranky when on deadline. Know deadlines before calling.

- 243** Media Hook or Angle - Useful advice. How can your biz make life easier or better for the customer?
- 244** Cross market your communities. Include Facebook on email sig, link Facebook to blog, Twitter on biz cards. Offer unique content on each.
- 245** Using Facebook for your biz? Make sure the "About" block includes keyword rich copy.
- 246** 73% of online activity is local. Be where your customers are. Think local links, directories, listings, blogs, networks.
- 247** Customers don't want examples, they want real world applications. Consider the "What's in it for me" perspective when considering sales copy.
- 248** For online lead generation- don't focus on what you do, focus on how you fix their problem. Conversions come later.
- 249** Be mindful of what is "above the fold" on your site. Should include your call to action, other ways to connect (FB/Twitter), RSS.
- 250** Don't assume where your customers are or what the competition is doing. Have data to change what you assume to what you know.
- 251** Understand emotional triggers for your customers. Study contact forms, opt-ins, split tests, click rates to find what triggers a response.
- 252** Think about results in terms of Exposure, Engagement, Influence & Action. Ask yourself: Is everything we do creating an action?
- 253** The Features Editor decides which longer articles will be included in their pub.

- 254** Comprehensive listing of world newspapers - <http://www.refdesk.com/paper.html>
- 255** Hundreds of news resources world wide - <http://library.uncg.edu/news/>
- 256** U.S. and Worldwide newspapers -- <http://www.refdesk.com/paper.html>
- 257** Media Lists - U.S. Newspapers - <http://www.newslink.org/>
- 258** Media Relations is 98% prep & 2% execution. Make sure to research the media outlet first.
- 259** Monitor mentions of brand names and key execs daily – Set alerts using @socialmention.
- 260** Monitor your reputation online on a daily basis.
- 261** Monthly pub deadlines: 3-4 months ahead of street date.
- 262** Be honest, polite and fair & be sure to follow up. - Networking
- 263** Creation of relationship w/ local charity. - Media Angle
- 264** Did you recently launch a new product or service? - Media Angle

- 265** Be open, honest, genuine, positive, supportive. Practice good communication skills.
- 266** Authenticity is catnip. - Networking
- 267** Networking - Contacts are the building blocks of a career. Hand your biz cards out like candy on Halloween.
- 268** Keep referrals informed. - Networking
- 269** Networking – Make a strong first impression.
- 270** Networking – Talk to everyone you meet. Find common denominators.
- 271** Target the right audience. Networking
- 272** When attending events w/friends, separate. Groups are intimidating.
- 273** You never know who you'll meet & what role that person might later play in your life or career.
- 274** Do your homework. Craft your messaging around who your audience is, where they play, what drives them to make decisions.
- 275** Think about your most common offline sales objections. Write web copy anticipating, addressing & overcoming these objections.

- 276** If traffic is the metric of quantity & community is the metric of quality, community should be your priority.
- 277** Copying what others do is not a strategy. Know your customers, understand their needs & be clear about how you provide the solution.
- 278** Your site appearance is only a fraction of the user experience. Focus on usability, ease of information access, easy goal conversions.
- 279** Questions you should be able to readily answer: Who are my site visitors? Where are they coming from? What are they viewing?
- 280** Networking Don'ts – Don't act desperate, sell, monopolize, brag, interrupt, misrepresent or overextend.
- 281** Networking is about being you in the best form - Authenticity.
- 282** Never burn bridges. Today's intern could be tomorrow's CEO.
- 283** Never commit if you can't meet the deadline. People always remember who screwed up.
- 284** Never discuss other media coverage w/ a journalist. They prefer to report stories what are not overexposed.
- 285** Never go 'off the record.'" There's no such thing. Everything is on the record when you're talking to the media.
- 286** Never overly promote. Be helpful. Show expertise & reputation will grow. Your voice will be sought & respected.

- 287** Never pitch a story to different journalists at the same outlet.
- 288** Never send attachments to the media - without permission.
- 289** Never send journalists attachments via e-mail. Cut and paste your info into the body of the message.
- 290** News and Newspapers Online -- <http://library.uncg.edu/news/>
- 291** News angle – Customers like to know who has the best quality. Unbiased tests that prove it?
- 292** News angle – Statistics to show business growth.
- 293** News releases are only as valuable as the keywords & phrases in them.
- 294** Newswires - Use free at PRLog.com, PRWeb.com, PR.com, ewebwire.com
- 295** Newsworthy – Market research that led to a new business idea.
- 296** No one uses the phone anymore, it's texts & emails. Make a short pitch via phone first. Surprise!
- 297** Notify media of conferences & events with media advisories. Part of relationship-building.

- 298** Offer useful info on your site & journalists will get used to turning to you as a resource. Media coverage will increase.
- 299** Online – If you know the answer to a question – answer it. You’re building your brand.
- 300** Only pitch to those that would be a good fit for your news.
- 301** Participate, attend, speak, host, present, show in at least 2 national & local industry conferences/year.
- 302** Participation in conversations builds audiences. When done appropriately, participation creates leads.
- 303** Participation in Social Media builds trust, relationships & targeted audiences. Good branding strategy.
- 304** Perfect Press Kit - Fact sheet, backgrounder, bios, testimonials, publicity reprints, most recent press release.
- 305** Photos boost your chances of getting your story covered. Always include a photo with a press release.
- 306** Pitch Phone Rules -- never leave more than 2 VM messages for media people. Call daily until your party picks up.
- 307** Pitching Process - Research the outlet. Find the appropriate editor. Don't pitch more than 1 @ the same outlet.
- 308** Pitching the media - Research the reporter. Read past stories & check contact prefs.

- 309** Pitching: Remember the 5 F's -- be fast, fair, factual frank and friendly.
- 310** Polish your image. Ask friends & family what impression they have of you.
- 311** Position yourself as an expert & provide media people w/original, inspiring & creative stories.
- 312** Position yourself for opportunities by joining clubs, groups & organizations where you'll meet new people.
- 313** Positioning: Be prepared. Dress appropriately. Have your 10 second elevator pitch on the tip of your tongue.
- 314** Positive PR begins as soon as you meet or are seen by others. It's how you treat your clients, employees.
- 315** Good PR is generated when you're perceived as an expert in your industry. Write an E-book, blog, comment, twitter.
- 316** Post special events on an online publicity calendar so clients and prospects can know where you'll be.
- 317** Focus on your site search for insight into what visitors want & what questions you aren't answering that makes them leave.
- 318** What is your success metric? Sales, Qualified leads, Cost Reduction? You must identify how you define success before you attempt to measure.
- 319** Write copy for both ppl who like to scan & those who like detail. Use H1 tags, bold text to grab attn, then provide details.

- 320** Use a free tool like goTwttr or Buzzom to find new connections based on keyword, location or mimic others.
- 321** Landing pages should deliver what you promised to make them click. If visitors use site search from your landing page, rework.
- 322** Focus on Conversion optimization. Learn from bounce rates, change what isn't working. Think: user friendly, fast & easy.
- 323** Want your customers/clients to listen? Specifically address their pain points instead of a bullet point list of what you do.
- 324** PR – most overlooked marketing tool – least expensive, least risky, most effective – if you understand how to use it.
- 325** PR & SM blend – speaking in messages vs. engaging in genuine conversations.
- 326** PR builds identity, increases visibility, generates name recognition, sends your message, compels people to buy.
- 327** PR can establish you as an expert w/ just one article in print.
- 328** PR can soften the public up to your product or service and separate you from your competition.
- 329** PR compels people to buy, invest, & do business with you.
- 330** PR efforts generate sales. Prospects are more receptive to sales calls when it's about something they've heard of.

- 331** PR Fact - PR begins as soon as you meet or are seen by others. About how you treat your clients, employees, vendors.
- 332** PR for new Product – Build a story around the product’s usage in the lives of the reader.
- 333** PR generates name recognition, gets your message across & builds your identity.
- 334** PR Goal - Pinpoint media that your potential clients read, listen to, view.
- 335** PR helps attract new clients. People do business with who they know & like.
- 336** PR increases credibility. When people ready about you, hear about you, or see you speaking, you are automatically considered an expert.
- 337** PR increases visibility AND credibility.
- 338** PR is 3rd party endorsement. Someone other than you telling your story. This influences & persuades opinion leaders.
- 339** PR is a building process that gains momentum over time. To be successful, you need to market your biz daily.
- 340** PR is a full-time job, it starts the second you walk out the door each day. It’s also about human relations.
- 341** Find bloggers in your niche to pitch to. Don’t spam. Use Twitter search, mediaontwitter.com or Google your industry+blog.

- 342** Do an audit across your channels. Consider comments, interactions, sharing. If you aren't soliciting a response, reconsider your message.
- 343** Be a great storyteller. From the about page on your website to your Facebook posts, don't sell...tell your story.
- 344** Determine what your value proposition is. Deliver it. Craft every message based on how you are providing a solution for your customers.
- 345** Have a clear understanding of how you want to be perceived to determine your brand voice—before embarking on a campaign.
- 346** List building is important, but retention is key. Provide value. One clear point, call to action, provide a solution.
- 347** PR is about follow-up - Reminding your contacts of your message until one day they realize they need you.
- 348** PR is about how you interact w/ & represent yourself to the world.
- 349** PR is also about how your phone is answered to how your employees present themselves to the public.
- 350** PR is every outward expression of you. Website, logo, tweets, partnerships, what you're wearing. Everything.
- 351** PR is extremely cost-effective compared to other marketing tactics. Just price advertising.
- 352** PR is soft-sell, subtle visibility. Learn to DIYPR.

- 353** PR is still about people & relationships, but the game has changed to traditional PR fused w/SM.
- 354** PR is the best marketing tool -- the least expensive, least risky and most effective -- if you know how to use it.
- 355** PR is very cost-effective compared to other communication tactics. Just price advertising.
- 356** PR levels the playing field. Small biz are made to appear larger allowing them to compete in any arena.
- 357** PR ops - New product launch, new hires, promotions, charitable activity, significant anniversaries, biz partnerships.
- 358** Social media drives conversions through conversations only when the story resonates w/ your customers. Who else is telling your story?
- 359** Proofread your content. Read aloud, read backwards, use an editor. It is the first impression of your brand.
- 360** Feeling overwhelmed about blogging? Think of it as a key oppty to differentiate your business, position yourself as the expert, & the chance to tell your story.
- 361** Make the most of photos. Be diligent about Alt Text. Remember, search engines can't "read" photos. Alt text gets you found.
- 362** Do your keyword research to know what translates into sales. It may be price, reviews, product specific. Use this data to optimize efforts.
- 363** Doubt the power of Twitter? Do a Twitter search for "customer service". See the good & bad. Give great service & your customers will share.

- 364** PR Plan - Budget, Goals, Target Audience, Referral sources, Communication vehicles, measurement.
- 365** PR presents an image of you & your biz in a way that conveys exactly what you want to say w/out being too obvious.
- 366** PR removes price objections. If people believe you're the best choice, they'll believe you're the only choice. They'll pay.
- 367** Prepare appropriate PR materials. This sets a professional standard.
- 368** Prepare pitch points w/all pertinent facts before your pitch.
- 369** Present your message to your audience in a controlled, planned fashion w/o being too obvious.
- 370** Press Release - announces info to the public, your investors, the media, your customers & your competitors.
- 371** Press release - How is your product/service better than what's on the market now?
- 372** Press release - Why is your product or service exciting?
- 373** Press Release Fact - Avoid the overuse of capital letters. Capitals slow the pace of reading.
- 374** Press Release fact - End with your Boiler Plate - a brief company background.

- 375** Press Release fact - Keep the body of the release under 400 words.
- 376** Press release facts - It should be a news story, not an ad. Delete the promotional copy. Focus on content.
- 377** Press release facts - Use simple, everyday language. No complex words or industry jargon.
- 378** Press releases - What will product/service do for consumers? Save time & money? Make happier, healthier, richer?
- 379** Print interview? Have someone else in the room with you. He's a witness.
- 380** PRLeads.com & BeatBlogging.org where you can offer story ideas & expert opinions.
- 381** Profile clients on your website. You'll send the message that you value your clients & care about their successes.
- 382** Promote others and reciprocity, attention and trust is yours.
- 383** Have a brick & mortar and not sure if online monitoring impacts you? Nearly 93% of us research online before buying off. Yes, it matters.
- 384** Look at your bounce rate. Where are ppl leaving from? Coming from? Use data to tweak messages. If they leave, you haven't grabbed them.
- 385** Want more from email campaigns? Segment your list based on your consumer lifecycle. Increased relevancy=increased loyalty.

- 386** Propose joint ventures w/experts who have an established database. You'll quickly build yours.
- 387** Publish great content online - still the best way to get noticed.
- 388** Publish reprints of speeches on your website for free downloads.
- 389** Punchy releases are vital, but direct contact w/news desks to see if what you have is newsworthy is essential.
- 390** Read a different pub every day. Daily, Trade, Magazine, etc.
- 391** Reason to send press release - appointments of new staff, your 10th anniversary, new services.
- 392** Reason to send Press Release - events, seminars, workshops, etc.
- 393** Reason to send press release - Profitable year or record sales.
- 394** Reason to send Press Release - You've won a major piece of new biz.
- 395** Recommend your Twitter followers to others. You'll give your Twitter Karma a boost.
- 396** Releases must be well written. Check the spelling and grammar or your release will end up in the trash.

- 397** Releases must be engaging and informative with a compelling angle. Most journalists don't read beyond the 2nd paragraph. Make it count in the headline and first two paragraphs.
- 398** Remember the who, what, where, why, how & when writing press releases.
- 399** Reputation is everything. If you give your word, honor it. Don't commit if you can't deliver.
- 400** Respect your team. Never ignore the assistant, receptionist, etc. Today's intern could be tomorrow's CEO.
- 401** Schedule a meet & greet with one new person per week.
- 402** Search for key words associated w/ your market in Twitter search engine, then sit back and see what they expect.
- 403** Secure a mentor. Seek the wisdom & counsel of others who have been down the road before you.
- 404** Securing media coverage – Research the media outlet & appropriate contact & craft a personal pitch.
- 405** Select media contacts wisely. Every news item is different. Tailor your contact list for every campaign.
- 406** Study Digg, Sphinn, Facebook data to find what people are sharing & find interesting. Use as ideas for your own work.
- 407** Consider writing a series. Keeps ppl hooked, returning for more. Repurpose series content into a free report, drip email campaign or E-news.

- 408** If you accept online payments, reassure your customers the transaction is safe. Use badges, text to explain security.
- 409** Only share selected information across multiple networks simultaneously. Your audience connected to you on Twitter, FB, LI deserve unique info.
- 410** Use LinkedIn Groups and Answers. Connect with shared connections, identify prospects, share your expertise.
- 411** Automate your efforts where it makes sense and doesn't impact the customer experience. ex: auto DM's or feeds distract from the human element.
- 412** Focus on backlinks: Use your signature on comments, press releases, guest blogging, bookmarking. Set time aside weekly for dedicated focus.
- 413** Put your RSS subscribe above the fold on your site and include a reminder in the body of your posts. Subscribers=loyalty.
- 414** Answers you should know about your competition: What keywords are used? What sites link to them? How does their site look to search engines?
- 415** Self-interested, veiled attempts @ promoting your biz will fall flat. Think like a consumer. What interests you?
- 416** Self-promotion is essential. With practice, extolling your own virtues will become easier.
- 417** Send your press release 2 weeks prior to when you need it to run.
- 418** Share lessons, knowledge, inspiration. This will encourage others to RT & your name will enter the twitter stream.

- 419** Sing your own praises. Your PR campaign starts w/you, so it's your job to prove your expertise.
- 420** Solicit testimonials & use them.
- 421** Sponsor events & contests. You can locate on-line contests to sponsor at <http://contests.about.com/>
- 422** Stay in touch. Opportunities find you if you're making contacts to find them.
- 423** Stay updated w/ newspapers, websites, trades, professional pubs. Piggyback on trends and localize news stories.
- 424** Story ideas - Listen to late night TV for inspiration. The writers are always up to date on trends.
- 425** Submit articles. Blog. Use creative byline. You'll convert readers to loyal long-term clients.
- 426** Submit press releases for free at PRlog.org <http://www.prlog.org/submit-free-press-release.html>
- 427** Tie in news trends to your online sales copy; example: economy, Going Green, Back to School, Sporting events. Topical, timely; change often
- 428** Have doubts about why monitoring is key? Nearly 80% of us trust online reviews when making buying decisions. What do yours look like?
- 429** Does your site tell a great story? Write sales content as if having a conversation w/ a single customer & addressing their individual needs.

- 430** Fill out your entire profile on social networks. Use your keyword data to identify opportunities & what's important to potential customers.
- 431** Your meta description should expand on your keyword rich, attention grabbing headline. Create a description with the human interest in mind.
- 432** Success begets success. Dress appropriately & have your 10-sec message ready to spill. If you believe so will others.
- 433** Successful branding is about promoting your strengths. What is your business good at?
- 434** The media are always hungry for something new. Is your idea original, exciting, different?
- 435** The media will respond favorably when you save them work & put a story together for them.
- 436** The perfect media kit -- bios, photos, backgrounder, clipping reprints, timely press release.
- 437** The perfect pitch -- personalized greeting, story angle, where it fits in the media outlet, call to action.
- 438** The Pitching Process: Always be prepared to gracefully accept the word no.
- 439** The power of a good headline hooks the reader to scan your release further & puts you one step closer to coverage.
- 440** The power of Newswires, They can't replace personal pitching, but can greatly extend the reach of your campaign.

- 441** The PR & SM blend is about understanding markets, the needs of people and how to reach them.
- 442** The value of a 3rd party endorsing your brand publicly – as in media coverage – is a form of branding.
- 443** The way you deliver your message is as important as the message itself. The media needs to understand AND react.
- 444** There's nothing more attractive than self-confidence.
- 445** Things change constantly in the media world. Do your own backup research to find the most updated contact info.
- 446** Think w/a plan. Identify what you want to promote, your target audience & the tools you'll need to reach them.
- 447** To determine which words sparkle & which are duds in your copy, read it backward.
- 448** To find your target media, think about the demographics of your ideal client: age, gender, income, geography.
- 449** To 'test the water,' a quick phone call or email to a journalist outlining what you're selling never goes amiss.
- 450** Train your employees well. Teach them to be able to take over your job, if need be. It will make you look very good.
- 451** Treat yourself & others w/honor. When someone reaches out to you, respond in kind. Karma.

- 452** Try sending press releases in slow news days – day after a holiday, the odd fifth week of the month.
- 453** Two of my fave searches are “Working on a story” & “Looking For Sources”. Find journalists, do your homework, make connections (don’t spam).
- 454** Sales copy should be short and to the point. You have seconds to grab their attention & keep it. Write it, then cut it to the bare basics.
- 455** Create consistency. Your messages across each channel should reinforce your story.
- 456** Join directories & networks based on industry, location, products. Twellow, WeFollow are good places to start.
- 457** Your social network is your real time focus group. Solicit feedback, ask opinions.
- 458** Make sure your content is easy to share. Include add this, tweet this, email this. Include prominently on content.
- 459** Twitter brings great minds together & gives daily opportunities to learn -- if you follow the right people.
- 460** Twitter statistic – more RT’s come from the east coast early in the a.m.
- 461** Update media list weekly. The list separates you from your competition. No one is impressed by out of date websites. Especially the media.
- 462** US Newspaper List -- <http://www.usnpl.com/>

- 463** Use Editorial Calendars to garner media coverage. Look at the pub's ad or media kit online to find.
- 464** Use SM to offer biz tips to extend image & market to potential clients.
- 465** Valuable biz tool - your database. Include customers, prospects & fans who can refer you to others. Update weekly.
- 466** Value of a 3rd party endorsing your brand publicly - as in media coverage - is a powerful form of branding.
- 467** Video on your web site not only increases SEO, but conveys personality & expertise.
- 468** W/ 1000 hrs of practice, you become an expert. You are already one.
- 469** Want to interest the media? Punchy press releases & direct contact w/ news desks essential.
- 470** We sell our personal brand every day through every choice we make -- what we say do, wear, and even how we live.
- 471** Weekly newspaper deadlines: day before publication.
- 472** What are you known for? Are you influential? How are you perceived & what makes you authentic? Branding.
- 473** What do you do or sell? Features of each? What do they offer? Turn these features into news.

- 474** What do you offer that competitors don't offer or promote? They may offer it, but if they don't promote it, claim it.
- 475** Give something away your competition charges for: free phone consult, free report, free analysis.
- 476** Be an active participant. Listen to your community, ask questions, solicit feedback. Be known as the brand that interacts.
- 477** Tools like FB are built on relationships, not sales. Don't pitch. Use direct communication to get to know someone, not sell them.
- 478** Use referrals, make connections. If a follower/friend looks for something, recommend another follower/friend. Promoting others promotes you.
- 479** A dissatisfied customer tells 9-15 ppl about it. 13% of dissatisfied customers will tell 20+ ppl about their problem. Spend the time to make it right.
- 480** Craft messages around consumer behavior. Create the lifestyle, feeling, experience of identifying with your brand.
- 481** What do you offer that is so compelling it drives people to act?
- 482** What matters in PR is the idea & the presentation.
- 483** When asked a question, pause for a silent count of 3 before answering. You'll appear more thoughtful and intelligent.
- 484** When building your personal brand, remember your passion and purpose. Express it.

- 485** When calling the media leave a max of 2 VM's. After that, call until your party picks up.
- 486** When doing media interviews, reflect on your words. You're on the record now.
- 487** When making follow-up calls, make sure you record all media comments on a follow-up sheet.
- 488** When making your pitch, don't make it boring & stuffy. Be you.
- 489** When pitching by phone, speak w/enthusiasm & vigor. If you don't believe in your message, no one else will.
- 490** When pitching the media, be brief & to the point. Use a 10-second pitch.
- 491** When pitching the media, make sure you have more than one story angle.
- 492** When sending press releases - never put all the names in the "To" box. BCC.
- 493** When the media calls, stop what you're doing & give them your full attention.
- 494** When using SM, you're actively engaging in your own PR - publicly. What you say online impacts you & your biz.
- 495** While building your network, find quality followers, don't worry about the numbers.

- 496** Who what when where why how - Who is doing what; When, Where, Why are they doing it. How? Results?
- 497** Who's your target audience? local media, neighbors, community, chamber, current employees & families, vendors?
- 498** Won any significant awards or had any major achievements? Media Angle
- 499** Work with the calendar for story ideas. Weight loss in January, Tax Tips in the spring. Top 10 list maybe?
- 500** Write articles for trades in your industry. Make sure your articles are educational & not simply self serving.
- 501** Write brand message in long paragraph. Refine to one-sentence tag line. Prepare to deliver in under 10 seconds.
- 502** Write news releases in 3rd person. No opinions, use quotes.
- 503** Write press releases concisely, make every word count, don't misspell & don't get off point. Limit to one page.
- 504** Write your press release headline last.
- 505** You are your best advocate. You are the brand.
- 506** Use video to allow consumers to really get to know you.

- 507** Say thank you. Show appreciation for your customers. Showcase a Facebook Fan, congratulate a Twitter follower, customer of the week on your site.
- 508** Find your balance. Integrate your online campaigns with offline initiatives.
- 509** Your primary focus should always be creating content for your users, not for page rank.
- 510** Know your numbers. Know traffic details, repeat visitors, retention. Gain insights and identify opportunities.
- 511** Even if you are a local business, you're competing globally. Your presence matters beyond your geographic location.
- 512** When pitching a blogger, research. Know what they cover, types of products reviewed, reader interest. Only pitch if there is a good fit.
- 513** You are your own brand & you must always sell yourself. It's a full time job to become a recognizable brand.
- 514** You can't sell something if it doesn't excite you. Fall in love.
- 515** You have control over advertising. You have no control over PR. This is part of the PR process.
- 516** You will have the highest success rate when pitching via phone first, and then sending written info.
- 517** You're a walking billboard for your biz. Everything you say & do communicates a message.

- 518** Your brand reflects who you are as a company & the values & principals that drive your biz decisions.
- 519** Your brand. What do you want people to think about you? Map out how you'll achieve these goals - make a 1-yr plan.
- 520** Your company's sales & marketing budget should = at least 10% of its revenue.
- 521** Your current and potential customers look to social media as conversation. Make sure you're engaging.
- 522** Your FB & Twitter photos are your brand's 1st impression.
- 523** Your personal brand. What are you doing to strengthen your brand? What do you want your brand to say about you.
- 524** Not sure what message works? Use split testing with a URL shortener like bit.ly or HootSuite. Track the data to know what sticks.
- 525** With SM you can monitor, track results and tweak in real time. Monitor your message, track with your metrics, and tweak til you get it right.
- 526** Using targeted FB ads? Be prepared to change often. The more segmented you are, the more the ads are seen. Decreases sensitivity to ad.
- 527** Use blog search, Social Mention, Twitter Search. Find people talking. Offer your help, solutions & expertise. Relationships will be built.
- 528** Get ppl talking by developing valuable content. Need ideas? What do people pull you aside at cocktail parties to ask? There's your content.

- 529** Data is your friend. It is how you determine if your efforts are working. Use it regularly.
- 530** Your PR plan - define objectives & goals - specific, measurable, results-oriented & time-bound.
- 531** Your PR Plan should be a document that includes PR activities for a 12-month period.
- 532** Your target audience has the power to communicate info about you & your biz.
- 533** Your Target Media - Think about the demographics of your ideal client. Age, gender, income, geography.
- 534** Your tone of voice, speed of delivery, body language, eye contact all influence how your message is received.
- 535** Monitor networks. Share your expertise. Leave your prospects wanting more.
- 536** Social media works best when it is a part of an integrated effort. Consider how SM factors in and enhances your marketing.
- 537** Connect with influencers, journalists & bloggers. Providing value means you become the source.
- 538** Use Google's keyword research tool. Use for optimization of profiles, content and trends to look out for.
- 539** Know your target market. Your message, targets, behavior look very different between genders, age, finances, location.

- 540** Create a FB landing page for your biz. Use to highlight key info, call to action, email opt in, promotions.
- 541** Shareable content sometimes needs a little nudging. Use free press release distribution, article submission, niche sites to get the message out.
- 542** Gut check. Ask yourself: Who is my audience? What do they want/need? Can I commit to provide this. If you can't answer, SM is not for you.
- 543** Share photo's. Upload, tag, share. Makes you human, shows what you find interesting.
- 544** Give people a reason to opt in. Create a giveaway, promo, newsletter. Have a clear call to action, make it easy to opt in.
- 545** The old adage that we do business with those we know, like and trust hasn't changed even if the technology has.
- 546** The most powerful words in social networking are "Thank you" and "How Can I Help You."
- 547** Remember, a tweet or post is forever. Ask yourself—is this how I want to be found & remembered?
- 548** Create a unique landing pg from your social networks. Offer a unique greeting, offer, FAQ's. Gives instant connection w/o having to dig.
- 549** Meeting w/ a new prospect? Connect on a social network first. Find out what they find interesting, more about what they do. Instant connection
- 550** Your marketing efforts shouldn't focus on what is "new" or what is "old"—they should focus on what works for your business.

About the authors

Cyndy Hoenig:

Cyndy Hoenig is a seasoned PR Professional who rose through the ranks at the prestigious Los Angeles PR firm Bender, Goldman & Helper, where she served as Director of the Consumer Television Division. Her area of expertise centers on planning and executing media relations programs that achieve high levels of coverage.

She has managed campaigns for the Emmy Awards, Screen Actor's Guild, VH-1 and MTV Awards programs, as well as high-profile television programs for NBC, CBS, FOX, Aaron Spelling, Carsey-Werner, Marc Cherry & Jamie Wooten, Disney Channel, Columbia Pictures and Twentieth Television. She was the personal publicist for Suzanne Somers for more than 10 years, and has worked with Jim Carrey, Jennifer Lopez, Matthew McConaughey, Sandra Bullock and Cybill Shepherd, among many others.

In OKC, she organized the media campaign for the Oklahoma City National Memorial's Anniversary, managing the over 700 media outlets which attended. She also planned and managed a program for Oklahoma City's Race for the Cure which enhanced awareness to a level resulting in a 35% increase in participation.

Hoenig is a sustaining member of the Jr. League of OKC and a past member of the Jr. Leagues of Austin and Los Angeles. She also serves as Communications VP for the Edmond Women's Club. Her accolades include being named a Ladies in the News Honoree by the Oklahoma Hospitality Club; receiving a Special Presidential Award from the Oklahoma Heart Association; and the Phaythopen Charity Award from the Allied Arts Foundation.

Hoenig studied communications at University of Central Oklahoma and St. Edwards University in Austin, Texas. She currently resides in Edmond, Oklahoma, near her four grown daughters and eight grandchildren. Email Cyndy at cyndy@hlmediapartners.com, Find her on Twitter @[cyndyhoenig](https://twitter.com/cyndyhoenig).



Heather Lytle:

When Heather Lytle began her career in marketing, the Internet was still for the elite and geeky, the founder of Facebook didn't even have his driver's permit, and Google was simply an idea. Grassroots marketing meant hitting the pavement, building relationships and generating a buzz. However, over the years, though the technology has changed dramatically, the ideas have remained the same.

For nearly a decade, Lytle's work with a Fortune 500 company served as the catalyst for successful corporate marketing and business development initiatives throughout Oklahoma and West Texas. Today, as the owner of HVM Solutions, Inc, ShopGadgetGirl.com and partner in H & L Media Partners, Lytle brings her passion for business and her experience in marketing together to help businesses raise their profile and grow their companies. Using her extensive corporate background as well as her intimate understanding of the needs of small business owners, Lytle offers clients a unique marketing perspective with a focus on new technologies. She prefers to be referred to as a "strategist" instead of an "expert" and a "partner" instead of "consultant".

Lytle has a Masters in Business Administration from Oklahoma Christian University and a Bachelors of Arts in Public Relations from the University of Central Oklahoma. As a native Oklahoman committed to her community, she serves on the Board of Keep Oklahoma Beautiful and is on the executive committee of the Go Red for Women luncheon. She has been named 20 Business Leaders Under 40 by the Business Times, and 40 under 40 by OKCBiz. Email Heather at heather@hlmediapartner.com. Find her on Twitter @[hlytle](https://twitter.com/hlytle).



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For more about H&L Media Partners please visit hlmediapartners.com.

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