

# BROADCASTING YOUR MESSAGE



AND ALSO YOUR ***TALENT***

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#PRWriting



## THE MESSAGE

- The message isn't just something... it's *the most important* thing.



- Your company's growth curve OR your next *big opportunity* can depend on it.

**Q:** Who's listening to your news or your message?



**A:** Only those you make  
**PAY ATTENTION**



# THE WRITING

- Write like you talk, don't talk like it's written

Be **Clear**

Be **Concise**

Be **Conversational**



- When it comes to writing, start with anticipating what you'd like the reaction to be.

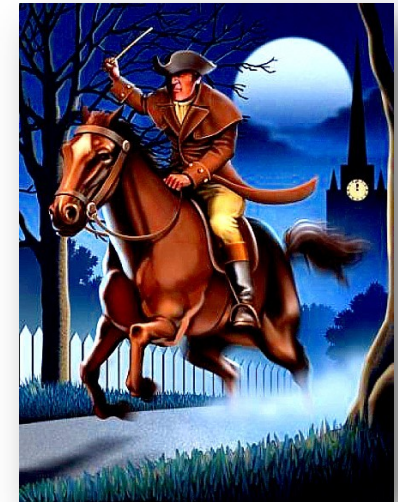
Then get **CREATIVE!**



# THEIR REWRITING

## Our Release Plan Starts with DEFINED Questions

- Why should anybody care?
- What story can best get us noticed?
- Who among media can best build our brand with it?
- How can we grow our connectors & followers through it?



# THE SELLING

- The strength of the written word – or spoken word – is only as good as the **PLATFORM** you work to create.

What's your reputation?

How are your relationships?



# BUILDING YOU

- What we do means a lot ... **HOW** we do what we do means a whole lot more
- If you want people to follow you – give them something **WORTH** following



**YOU** are the Chief Marketing Officer of Yourself



# TAKING THE STAGE

- YOUR success comes by taking advantage of the opportunities **YOU** create



**LAY BRICKS & BUILD A CAREER  
“PLATFORM”**

## KRAIG's LIST of ???'s

- What are your strengths?
- How are you different?
- What will you add?
- How will you truly make a difference?
- How will you build a following?

Find Answers **ASAP**



# FINAL THOUGHTS

## Don't Settle for Being .....

- \* Pusher of Press Releases
- \* Executor of Emails



## DO Work to become .....

- \* A Personal BRAND that adds true value and builds a bigger brand for your employer



## ALWAYS ....

- \* Be an "ideas" person
- \* Climb with a purpose
- \* Work to do things that MATTER







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