



Xanthus Communications

Media Jockey

A Newsletter from Xanthus Communications

**PRforPeople-Seattle
Holiday Party
PRforPeople-Seattle:
Tuesday, Dec 1st.**

pr for people™

Be famous for who you are and what you do.

PRforPeople-Seattle, a business networking group, will host its holiday party on Tuesday, December 1st, 2009 from 4pm to 6pm at the Patricia Cameron Art Gallery located at 234 Dexter Avenue North, Seattle, WA 98109. Festivities include good food, fine wine and great people.

Announcing the launch of the new book PR for People!



"PRforPeople satisfies my desire to share what I know.

Building a strong and memorable professional brand is no longer a luxury; it's a matter of survival. We all need to be in charge of our own brand destiny." --Patricia Vaccarino

Starting Dec 1st on Amazon and at bookstores near you!!!

Issue 29 Nov 17, 2009

Slow-Cooked Brand

Dear Friends and Colleagues: Greetings! PR for People is the name of my website that houses my individual clients.

PR for People is also the name of my new book. The story of how I came to do PR for People involves a little history. Back in the late 1990s, I had the pleasure to be on the management team for an Internet company called PublishingOnline, which was an electronic publisher. At that time our main competitor was iUniverse. The concept of digital books was visionary & unproven, pre-kinde, and before the existence of blackberries and i-phones.



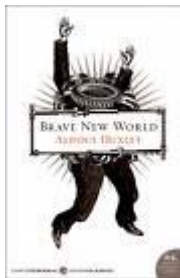
While I was with PublishingOnline I worked with individual authors who wanted to be published. Some had never been published, some had been self-published and some had been somewhat unhappily published by presses both small and large, and wanted to take control over their own books and their careers. These authors were a very eclectic group of intelligent individuals who all had talent and a specific areas of expertise.

I came to understand the needs of authors and small publishers who want to promote their books. I also came to understand the needs of authors who want to use their books as tools to promote their business. I quickly I earned there was a real need for people to market themselves the same as any company in a way that was cost effective and got results.

Now everyone must create a professional brand that is constantly expanding. Your mission is powerful and unstoppable--your mission is to grow new followers. You must constantly enlarge your audience. Your followers, your friends, your clients, your audience, are people who get value from what you have to say. You must find them, identify them and get them to be part of your community. While technology forces us to move at a rapid pace, the process of growing a business still takes time and is all about building a slow-cooked brand.

The annual holiday party is being underwritten by Xanthus Communications and its subsidiary PRforPeople. There are no admission fees or any other costs. Just bring yourselves, your colleagues and your friends! For More information call 206 979 3380.

Slow-Cooked Brand



For a long time, our culture has been in love with instant gratification: easy credit, fast food and instant success, and look where

that got us. To build a solid brand takes years. There are no shortcuts. The woman who wakes up one morning and finds herself suddenly famous has not been asleep for ten years. There is still one more person that you need to know. One more blog to post. One more tweet. One more email to send. One more phone call to make. This is the power of one. Slow-Cooked Brand.



Brand Chatter

You have probably heard of the term clutter. It's like a room full of people, who instead of taking turns to speak, everyone shouts at the top of their lungs at the same time. Sounds a lot like Facebook, doesn't it?

You must spend time every day both planning and waging your own public relations campaign. Another term for public relations is business development. And don't ever forget that.

Happy Thanksgiving!

Best Regards,
Patricia Vaccarino,

Managing Partner
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Visit [PRforPeople](#) to learn more about our experts

The Old and the New--Sarah Palin

Sarah Palin. Love her or hate her. She does know how to build her brand. It may be useful for you to take apart her latest campaign regarding the launch of her book *Going Rogue: An American Life* which goes on sale Nov 17th.

Her book campaign is a strong PR case study for you to analyze. Some of her outreach tools include:

- Buying Internet advertising based on google searches of her name.
- Using Facebook as virtually her only means of communicating with voters.
- Grassroots campaign. She will ride a bus adorned with photos of her face stopping in small towns across America.-creating a rally-like atmosphere for regular folks.
- Prime Time Interviews. Her tour will include the usual round of high-profile press interviews.



Is the book about her? Or is the book her way of tossing her hat in the ring and positioning herself for the next election? What matters is the campaign for her book is also a highly effective way to establish and expand her professional brand-the name and persona of Sarah Palin. It is also a way of showing how traditional public relations must now be in alignment with social media.

PR TRUTH

Ten years ago at PublishingOnline, although we published authors, we didn't have a standard promotion kit to help authors market their own books. We did what little we could do on a limited budget in the same manner of any other publishing house and our PR campaigns for people were simple:

- We promoted the person and his book on our website.
- We sent out press releases to a short media list.

It's more important than ever for People to build a brand identity in order to be seen and heard above the din. Building brand equity makes people more valuable on all fronts: to employers, to recruiters, to their business, to their own clients and to their own products, and especially if their products happen to be books.



Become a fan of PRforPeople on facebook and connect with the media.



Follow @PRforPeople on twitter and get late-breaking media requests.

· We sent targeted email...which was a precursor of what we used to call a viral email marketing campaign. and would now be considered Spam!

Those tactics worked okay, and many authors experienced a sharp increase in book sales. But now times have changed dramatically. Today, those same tactics would simply fall flat and fail.

What is the difference between now and then? We're talking about a span of ten years. For one, we have entered the age of New Media. The media is in as big a crisis as are the global credit markets. Many media outlets are dead or in the final stages of dying. Even with all the attrition, there are 50 to 100 new media outlets starting up every day. The media is highly fragmented and becoming more so. It is creating tremendous clutter and making it very difficult for people to market themselves.

pr for people™

Be famous for who you are and what you do.

Please visit PRforPeople.com to learn more about our experts.

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For questions or comments, please reply to patricia@xanthuscom.com

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