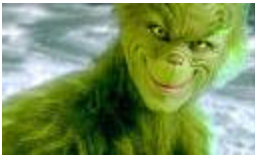




Media Jockey

A Newsletter from Xanthus Communications

**Pay your
PR person on time**



Most PR deals are monthly retainer deals. When you pay slow, or you are habitually late with your payments, PR people are slow to work on your account. As long as you are under contract, your PR firm will hit all your deadlines *just like a law firm* but if you pay slow, they will slow down the workload. The reason for the work slow down? PR people are paid for their service- the time they actually spend servicing your account. Slow, late or non-payment is theft of professional service that cannot be recovered.

PR Incentives

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You are your business. Invest in You.

Dear Friends and Colleagues: Greetings!

We all know that good PR is essential to the growth and viability of any business or any individual. We invite you to explore the following question: what makes a good PR professional? Some business people think good PR is simply sending out press releases to a press list and you or your company becomes instantly famous. Others know PR is very complicated, requires intense focus, persistence, dedication, time, money, and its strategy is tantamount to an all out military offensive that is meant to win a war.

There are some hidden rules about working with PR people that we think you should know. Most PR professionals will not tell you the rules because they are afraid if they do, they will not get you to be a client. We disagree, because when you don't abide by the rules, we can't do our best work. And if we can't do our best work, then we don't want to work with you.

So this month we are giving you a gift-we are going to tell you how to manage your PR person. Whether you are retaining a full-service agency or a solo consultant, the same rules apply. We think you will enjoy our suggestions and in some cases they might shock you, but we think it is important to tell you the truth so you can manage your resources wisely.

Here is to a healthy and prosperous New Year!!!

Best Regards,

Patricia Vaccarino,
Managing Partner





Don't ask your PR professional to render professional service without

payment.

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

The Real PR deal



Do not feign charisma, charm or likeability. Getting the PR person to like you is not essential to ensure greater success in the campaign.

Success is contingent on a whole array of external factors. As long as you pay on time, your PR person will perform to peak capacity.

NOTE: *The PR person is not your friend. Now genuine friendships do emerge from business relationships, but they are the exception not the rule. A PR person/client relationship is only productive so long as the PR person continues to offer you benefit. And always remember that the grinch has a small heart. A green heart. But at least he does have a heart.*

PR professionals are routinely offered trade & barter agreements or stock options. Some of the gifts offered include works of art, cosmetic services, spa services, gourmet treats, event tickets, free restaurant and bar tabs which are fine as incentives, but not payment--in-full for professional services.

Cash is the best incentive. Pay the person what she is worth. Want a good surgeon? More importantly, stick to the financial terms of the contract that you have negotiated with your PR person.

NOTE: *Do not ask for deliverables that are not in the scope of service without negotiating a new contract or understanding that you will be charged for extra time (billable*

Truth in PR



PR professionals have the talent, skills and experience to craft great stories. PR professionals are paid well for this expertise. It is a major faux pas to lie. Tell the truth. You need to give your PR person all of the correct information so he can be effective on your behalf. Withholding vital information is the equivalent to going to a doctor to get a diagnosis when you have withheld disclosing half of the symptoms or what you believe to be the true cause of your illness. If you don't trust your PR person to keep confidentiality, then there is a simple solution. Have him sign a non-disclosure agreement. But tell the truth. If all the cards are not out on the table, no one can plan and execute an effective PR campaign.

hours). This is the rule but there is a major exception. See PR loyalty.

PR Loyalty

PR Professionals pride longevity in their

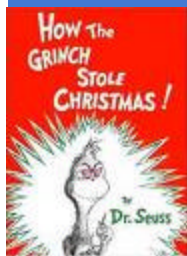


client relationships and will spend extra *uncompensated* hours working for clients who have demonstrated long-term loyalty and have consistently paid promptly. Over the course of years of service, retainer fees will not be increased and the long-term client can expect great service for much lower than the current market rate.

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PR IntellectualProperty



The Power of the Genuine Story

Understand the power of a real story and understand how a real story is different from a non-story or a so-so story. Some clients think if they hiccup softly, it's news. Understand that your version of what is newsworthy may not really be real news at all. Your PR person knows how to come up with a good story. And when you come up with a good story, your PR person will run with it. Rely on your PR person's judgment. She knows the landscape and what stories are viable in the current state of the media.

What Do You Need in the New Media World?



How to manage your PR person on a monthly basis:

1. Stay in close communication with your PR person by phone and email.
2. At the beginning of each month, ask for a schedule of deliverables. The schedule is what he will do to implement a successful program for that month.
3. Review the schedule and make any changes that are needed so it is clear what the scope of PR duties will be for the month.
4. Make certain that the monthly deliverables are consistent with the long-term goal of the PR program and the PR contract.
5. Make adjustments to the long-term goal of the PR program that reflect what is going in your industry or in the current political or economic landscape.
6. At the close of each month, review the deliverables and get a complete update on what has been accomplished to date and what will roll over until the next month.
7. No one knows your business as well as you do. Make certain your PR person is well-informed.

Don't ask your PR firm for their proprietary lists of influencers, investors, or press contacts. Your PR person will always give you direct access to specific individuals when it is the right thing to do for both the client and the PR Professional's rolodex of resources. But don't ask for a core dump. It's a deal breaker.

8. No one knows PR as well as your PR professional. Make certain your PR person has made you well-informed so you can make good business decisions.

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

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