



10 TOP TIPS TO GET PR FOR YOUR BUSINESS & ADD PR AS A SPECIALTY TO YOUR VA BUSINESS

By

**Diana Ennen – President
Virtual Word Publishing**

Publicist / Author / PR Coach

<http://www.virtualwordpublishing.com>

Diana@virtualwordpublishing.com

(954) 971-4025

@dianaennen

***Ask to join our PRSuccess Facebook group – it's free!**



DIANA ENNEN'S BIO

**Celebrating 31 Years in Business*

Diana Ennen is the president of Virtual Word Publishing, <http://www.virtualwordpublishing.com>, where she specializes in publicity and marketing and business startups and PR and VA coaching. She's the co-author of numerous books on starting a business including *Virtual Assistant - The Series: Become a Highly Successful, Sought After VA; So You Want to Be a Work at Home Mom, the Christians Guide to Starting a Home Based Business* and more.

Diana has also been featured in over a dozen books and featured in major media such as CNN Radio, Fox News, Woman's World (twice), Forbes, Wall Street Journal, Reader's Digest, Entrepreneur, Smart Money, USA Today, Women Entrepreneur, etc.

She's the mother of three great kids and a very supportive husband. Her passion is helping others succeed in their business and get more PR.

Get to know her better on twitter at www.twitter.com/dianaennen and Facebook - <https://www.facebook.com/VirtualWordPublishing/>



PR and Marketing Expert

10 Big Time Ways to Get PR and Add PR to Your VA Services

- 1) **Press Releases.** An aggressive press release campaign can be one of your best and most cost-effective ways to promote your business. It not only brings exposure to your business, but it rocks your SEO results and backlinks. You can write on your business in general with a newsworthy angle, any new services you are offering, if you are speaking somewhere or hosting an event or webinar, etc.

Publicity VA's Role - Let's say you offer this service to clients – authors for example. Your press release could cover - The launch of their book, any great reviews received, an upcoming book tour or book signing, any speaking engagements or radio appearances, etc. Remember the most important basis for a press release – it has to be newsworthy. Be sure in your press release to include the call to action—buy my book, do a review, come to my book signing, etc. As the VA you can write the release, distribute it out (PRWeb), create a pitch for it and send it out to media outlets and more.

- 2) **Blogging.** Blogging is a great way to get PR and it's highly encouraged to do often. It allows you to connect with your target audience, potential clients, and more. Blogging builds relationships, allows you to share more about yourself and why you are an expert, and more. Be consistent with your blogging and whenever you add a new blog posting, mention it on all your social media channels. Also, write themes for example, #PRTips –Top 5 ways to get business, next one #PRTips – 5 Ways to Do Holiday Marketing .. that sort of thing. That way you rock your keywords.

Publicity VA's Role - As a VA you can offer clients any of the following: To write their blogs, review their blogs they write and proof them and add SEO, post their blogs, get tips from the blogs and make social media postings, add their blogs to their newsletters and more! You can also find guest blogging opportunities.

- 3) **Speaking.** Want great PR, then start speaking on topics that you are an expert at. Plan well in advance, and look for opportunities locally and other places you feel comfortable traveling to. Your colleagues and others in your professional circle can also be a great resource for speaking opportunities, and are typically always happy to share their knowledge and ideas. When others hear you speak, they see “hey they know what they are talking about. I want to work with them, or I want to buy from them.”

Publicity VA's Role - Here you can help your clients research speaking opportunities, write and develop pitches to secure these opportunities, send out the pitches, do follow-up, write their speaker's sheet, coordinate their speaking event, etc. You truly can be instrumental in your client's success in all areas.

- 4) **Teleseminars / Webinars** – Absolutely be in the habit of doing these. It's a great way to show your expertise, and get more to sign up for their email list. The key is to really give value. Too many webinars are 5 minutes of content and 55 minutes of sales pitch. Not good! Give value

and they will want to hear more from you. At the end of your teleseminar, you can promote your product or service, but add content to entice them to want to work with you. An example of a teleseminar series is my PR Success Classes. It's 5 sessions on creating a marketing plan, writing press release & articles, social media, pitching the media, and my secrets to success. (www.prsuccessseries.com) The good thing about teleseminars and webinars is that you can promote them for years to come. Teleseminars and webinars are great opportunities to build your email list.

Publicity VA's Role – As a VA you can do it all. Set up the teleseminar or webinar for your clients, prepare the Powerpoint or any materials they will be using for the teleseminar/webinar, promote the event, prepare the sales page that discusses the events and also put together the freebie that will be used, etc. Also, many set up autoresponder series after these and you can create those to stay in touch with all her sign up.

- 5) **Pitch the Media** Securing interviews with various media is an excellent way to promote your business. Make sure your pitch is well-planned, clearly showing why you are the expert in your field, and outlines your experience appearing on radio and TV. Don't forget the newsworthy angle. When you send out pitches say with an article, often times the media will run with everything you send them and include the entire article.

Publicity VA's Role – You can write the pitches, research where to send it, send it out and do follow-up. Also, you can review what others are currently writing on and offer topic ideas. For example, say a client is an entrepreneur and wants to pitch entrepreneur editors, you can review magazines such as Entrepreneur, Forbes, etc. and come up with what they tend to be writing on. One example is trends. Lots of people write on trends.

- 6) **Writing Articles** - Write articles on the topic in your book. It is a great way to promote your book and business and show your expertise. (Can you see the theme here? It's all about ways to show your expertise.) Send them to article database sites, share them on blogs and pitches, and include them in newsletters and social media updates. One of the ways I get my clients great PR results is to take their articles, create a pitch from them, and then send them out to targeted databases. Often times the publications will run the entire article.

Publicity VA's Role – The VA can write the articles, research topics, add in SEO, create the databases to send to, etc., and more. Plus, often times you can review your client's blog and find articles they have written on previously and use those. (With sometimes some changes.) Your client can sit back and watch you work your magic.

- 7) **Social Media** –Get active and stay active on social media and connect. Remember the 80/20 rule. 80 percent engagement, 20 percent advertising. You build a good following when you post often. And remember images sell. Create images of your tips. Also, find the right hashtags. This is key. For example my hashtags are #PRtips, #VATips, #Bookmarketing. It's also good to consider where that client will get the best results. Some it's Facebook, some LinkedIn,

some Twitter. I recommend doing them all, but you can spend more time on the ones that are most results.

Publicity VA's Role – Literally clients can turn this all over to you. You can create the postings, post them scheduling them out. Follow-up on those that respond, etc. What's great too is you can research places such as Entrepreneur Magazine to get great articles and share them. Remember it doesn't all have to be your content. You can share newsworthy content such as good magazine articles, quotes, etc.

- 8) Newsletter** – Yes, you want to have a newsletter and send out it out often. Send out a newsletter at least once a month if not more. (More is better for sure.) Get personal. Many open with a personal note of what is happening in their lives. Then include perhaps an article, tips, etc. Just make sure the content is something that others want to read. Don't just do a newsletter to do a newsletter. You'll lose followers quickly that way. Continually build your list. That way when you have an offer or sale, guess what your tribe will know about it. Those people who already entrusted in you. For example, I recently opened up my PR Success Facebook group. When I sent out a notice to my newsletter list, I immediately had those who wanted to join. It truly works!

Publicity VA's Role – You can create the newsletter content or templates (often from what they send you), post the newsletter into Mailchimp or whatever program they use, etc. Also, you can proof a newsletter of your clients. That way no typos go out. That alone is priceless. Also, you can find content for your clients. Say they like to have motivational quotes, you can add those in.

- 9) Facebook Ads. / Google Ads** – It pays to spend some money and get additional exposure for your business as well as your Facebook Book Page. Be sure to target your audience when you set up an ad, and make it visually appealing. Do a combination of ads and boosting posts. For google ads, create effective ads by using the best keywords, and remember to made the ad something that those who see it want to find out more ASAP. Also, take the keywords that are the most expensive, and use those in your everyday marketing. It works!

Publicity VA's Role – You can set up the Facebook or Google ad, create the images, monitor the results, find the right keywords, etc. Be sure to provide your clients with the results throughout so they see how it's working. Also, know your client's budget and always keep that in mind. Once they see results, they often increase their budgets, but be sure that you keep them informed of everything.

- 10) Market YOU** - The best way to sell your book or promote your business is to be a good example. Be the business that engages with fans and truly cares. Be the business that others can count on. Be the business that others love to promote. Build your brand and continually offer value so that you protect that brand.

Publicity VA's Role – You can be instrumental in helping your clients have an awesome brand. By being their right-hand person, you help them shine. You take the pressure off of them so they can do better on their business. Plus, by your proofing and constantly reviewing what they put out there, you continually help them to look GREAT! Know your clients well and spend the time to understand their brand and goals. When you do, you become such an asset.