

Background On Business

Your PR Ps and Qs

(NAPS)—Every year, the U.S. Chamber of Commerce reports, approximately 400,000 new small businesses open. If yours is among them—or you'd like it to be—this year, you're probably facing unprecedented issues. Fortunately, there's a well-established means to help your new or existing business to grow and flourish and that is public relations. Public relations builds visibility for your brand by creating mutually beneficial relationships between your organization and media, influencers and other relevant audiences. To get facts about your business to potential customers, it's wise to get information out through this publication and other media.

Here are hints on how to do so:

- **Get to know the media and see what perspective you can offer them.**

Read this and other publications; watch and listen to the TV and radio news and talk shows to get to know what they like to cover and how your firm can fit in. Gather e-mail addresses for your target media.

- **Draft clear and personal e-mails to media that cover topics relevant to you and your business.** Introduce yourself and tie the introduction to what the person covers. Explain what captured your attention about them. Explain why you're reaching out and how you can help them to do their job. Then, follow up; stay connected

- **Let the media know you're available to share opinions and have a unique perspective.** Perhaps you can talk about the unique ways the pandemic has affected your business and how you're working to overcome them. Are you adding new services? Are you hiring new people? Are you making changes to your physical location?

- **Promote your company** by apply-



Through a good PR firm your business can get important information to media and before the public.

ing for industry, local and regional awards.

- **Is your business having any special sales** or is there anything special that you have done for someone that has affected their lives? Let this publication and other relevant media know what you did or plan to do.

Get Help

If all that sounds like a lot of work, while you're trying to start or revive your business, well, that's good. The good news is that you don't have to do it all yourself. You can get a professional public relations person to manage the process, keep you on schedule and gain attention for your business while you focus on running your company. A public relation expert such as Nicole Rodrigues, founder and CEO of NRPR Group, a highly-recognized, award-winning and exclusive boutique public relations agency, can keep your company in the spotlight so existing and potential customers know who you are and why they want to do business with you.

Learn More

For further facts on what a PR firm can do for you, visit www.nrprgroup.com.