

# BBBI

BUSINESS BUILDING IDEAS

## Ways to Generate Good Press for Your Company

The main rule of having good press is avoiding bad press...

**Give Expert Advice.** By conducting public opinion polls or customer preference studies, it can often lead to trade journal or public media exposure for your company. The media likes to have surveys, polls, and statistics, so when your company does this for them, they must give you credit.

**The More Creative, the Better.** Be creative in your promotions. Make your brochure, business card, and logo as unique and creative as possible. If you can make something about your materials stand out, people are more likely to check it out and hang on to it. Think up creative events as well.

**Be A Little Crazy.** It's ok to be flamboyant in your efforts, as long as you keep it all in good taste. Sometimes you can do things too flamboyantly and cross the line into offensive. A good example of how being flamboyant can benefit a company would be that of a dentist who dresses up as Superman once a week and visits a school giving advice to kids on taking proper care of their teeth. Every now and then, this gets him press.

**Charity.** Get your company involved in charity work. You'll want to choose an organization that is highly visible in your area and also very aggressive in its promotional activities. An ideal organization would be one that has a locally televised telethon, auction, rodeo, or other major activity.

**Press Releases.** Any company can find someone to write a press release and this is a basic way to get press. First,



We are a marketing communications company geared toward helping equipment manufacturers grow.

We create new ideas for small and large companies eager to build their business with increased sales of their products and services.

We've been doing this for over 50 years because we believe in the entrepreneurial spirit.

There are always great opportunities to grow.

The question is, always —  
"Are you Ready?"

A handwritten signature in cursive script that reads "Harold Wallace". The ink is dark and the signature is fluid and professional.

Harold Wallace

Call me anytime: 405.834.5836 (cell).



GALLOWAY WALLACE

GEARED TO BUILD BUSINESS FOR EQUIPMENT MANUFACTURERS

you need something to write about. Maybe you just hired a new employee. Maybe your company is embarking on a new business venture. Maybe you are nearing your 10 year anniversary of being in business. Either way, a press release would be the perfect way to announce this to the public and get your name in the press at the same time. Gather a list of contacts for local and area newspapers or publications that would be most interested in the news. Send the press release via email with a photograph if possible. You would be surprised at how many editors are eager to distribute this type of information.

**Have a Kit.** One easy way to get good press is by having an impeccable press kit. A press kit is a folder or booklet of basic info about you and your company and what you do. The kit should also contain your qualifications and background that can be used with any media contact in addition to clients, customers, bankers, investors, and vendors. Press kits include some or all of the following:

- Photos of your business, products, or services
- A biographical sketch and/or a resume
- A chronological history of your industry and your business, product, or service
- Copies of any articles you've written
- Photos of you in action with your product or service, with famous people, or being interviewed on TV, etc
- Copies of articles about you and your business, product or service
- Press releases or position statements—about studies, surveys, polls, new products, nonprofit affiliations, awards received, etc
- A listing of people who can be called to comment as a qualified expert

**If you have any questions or need advice, feel free to send us your questions.**

**Comments are also welcome!**

**Send to:**

**[jd@gallowaywallace.com](mailto:jd@gallowaywallace.com)**

Galloway Wallace • 800.346.3169 • [www.gallowaywallace.com](http://www.gallowaywallace.com)