

Getting Serious About PR:

Strategies for Business Development in a Down Economy

Presented by:

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Washington, DC
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The Headlines

Pink Slips du Jour
The Washington Post, January 14, 2009

Law firms' woes likely to last; More layoffs, fewer bonuses may persist with economic slump
Chicago Tribune, January 1, 2009

Wave of layoffs a legal minefield
The National Law Journal November 17, 2008

The Lawyer Squeeze
The New York Times, November 12, 2008

A False and Unfair Economy
The New York Times, January 2, 2009

Life After the Meltdown
Fortune January 12, 2009

Aside from being unnerving and unwanted, the economic slowdown will be unyielding in its ability to focus your partners' attention on the bottom line.

There has never been a better opportunity to redefine the way your firm "does" PR!

The “Branding Process”

**A Firm becomes branded by
the reputation and
performance of its partners
over time.**

*(The more lawyers with credible
reputations the better.)*

The Prism

Talent is the Product.

The Firm is a

Product Marketer.

**Shift Your Focus to Help the Firm Secure Talent –
New Business Will Follow.**

The Purpose

Use uncontrolled, and therefore credible, participatory channels to create, influence, and maintain LUCRATIVE RELATIONSHIPS

(“To make my firm money”)

The Strategy

STOP: “Doing” Public Relations

VS.

START: “Using” Public Relations

This is not about creating clips for clips sake.
Ask yourself: How is what I’m doing going to
help my firm create, influence, or maintain a
lucrative relationship?

If it won’t help, tell your partners you’re going
to save them money by spending their resources
elsewhere.

The 6 Ways to Maximize Effectiveness

- Measure What Matters
- Think in Campaigns
- Develop Branded Content
- Leverage Successes
- Harness Web 2.0
- Evangelize PR as Biz Dev Tool

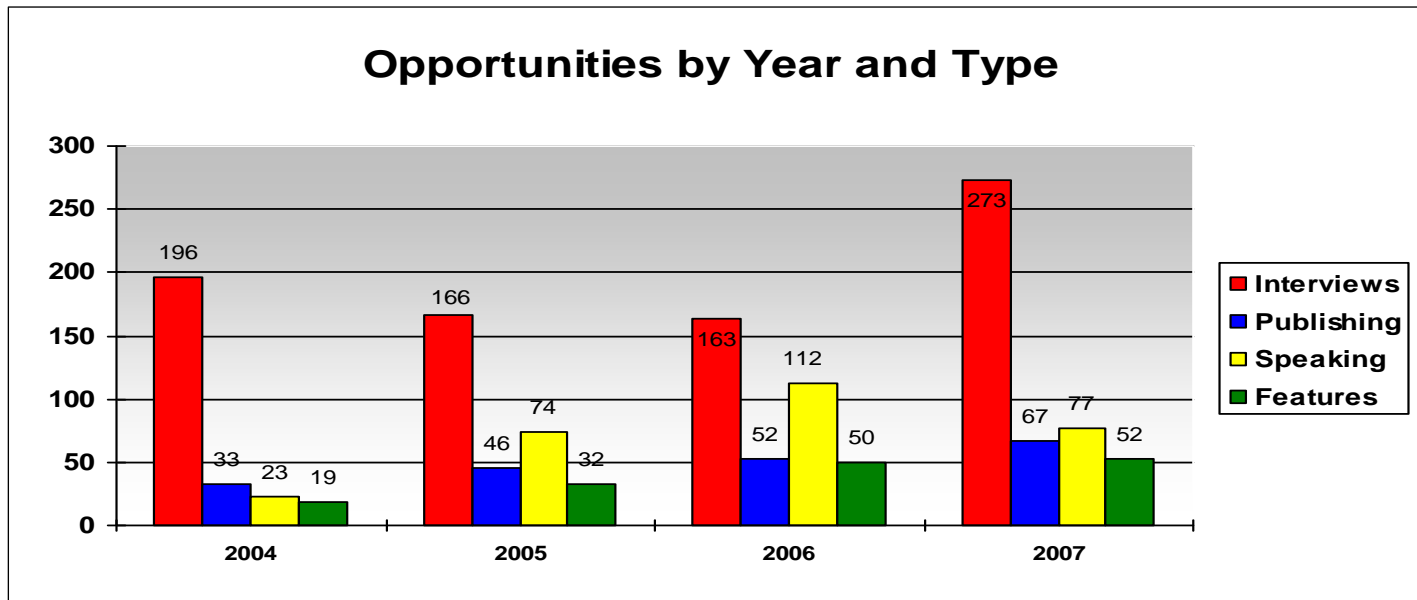
Measure What Matters



**Ad equivalency measurements and fat clip books
are meaningless to professional service firms.**

Reach is not as important as credibility.

Relationships Are What Matters



Energy spent generating interviews leading to low value third-party quotes should be shifted to generate much higher value (relationship creating) speaking and publishing opportunities.

In time, an excess of interview opportunities will come back to you!

Think in Campaigns

New Partners (Leaders/Laterals)

MARKET THE @#&%! OUT OF THEM!!

- Strategic
- Easy to Measure & Manage
- Relevant to ExCom
- Attracts Clients
- Attracts More Laterals
- Creates HAPPY PARTNERS!

Winning the war for talent will make you indispensable
to your firm

Develop & Market Branded Content



“that’s what she said”

a ford & harrison blog by julie elgar
about the popular television series “the office”



Awards Season

January 18th, 2008 by Julie Elgar

The Golden Globes were canceled, and it isn't looking so good for the Oscars. So, in the spirit of the awards season, I have decided to give out a few awards of my own. And I'd like to invite all of you to be the Academy. My first category is "Best Plaintiff in an Employment-Based Lawsuit," which honors the Dunder Mifflin employee who has been most egregiously wronged by the Company. And the nominees are:

Kevin: Kevin is nominated for his experience in having to admit that he has anal fissures in a room of his coworkers during Season Two's "Health Care."

Oscar: Oscar is nominated for having been mocked and ridiculed for his sexual orientation and then, upon his return from stress leave, having a "welcome back" party with a theme based solely on his Mexican-American heritage.

Kelly: Kelly is nominated for having her heritage mocked by Michael during diversity training and again in a meeting called to specifically discuss her religious beliefs. Kelly's claim will be especially strong in light of Michael's decision to mock the diversity training program and sign his acknowledgment of the training with the pseudonym "Daffy Duck."

 Search

That's What She Said

- » Julie Elgar
- » Ford & Harrison
- » (Warning - Disclaimer)

Links

Pages

- » About HR Hero Blogs
- » Login



Bringing expertise to market is made safer when firms do it through branded content.

Lawyers can walk; firm-owned, branded content can't.

Leverage Success

Award Submissions



Feature Profiles

News Features



Speaking Engagements

Byline Articles





Expert Interviews



These aren't just nice placements. They are excuses to connect with people. Use them as valuable selling tools that create, influence and maintain lucrative relationships.

(Create only what is worth reprinting.)


Harness Web 2.0




FOR IMMEDIATE RELEASE


November 24, 2008

Hellerman Baretz Starts A Press Release Revolution
Washington, D.C. - [Hellerman Baretz Communications](#) today created a new news release that leverages existing and future Web 2.0 social networking platforms.


 [Logo](#)


Company Information Center


 [ExpertSource](#)


 [Add to My Companies](#)


Sharing


 [Digg](#)


 [del.icio.us](#)


 [Newsvine](#)

 [Reddit](#)

 [Google Bookmark](#)

 [Yahoo! Bookmark](#)

 [Permalink](#)

 [Email This Release](#)

Key Points:

- The release can include pictures and videos
- The release should contain [links](#).
- The release is interactive and appears like a webpage.

Quotes:
John Hellerman, co-founder of HBC:

“Web 2.0 technologies enhance a press release making it a much more valuable relationship building tool.”

“Although they look complicated, Web 2.0 press releases are easy to create and very effective marketing tools.”

About Hellerman Baretz Communications:
<http://www.hellermanbaretz.com>

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Make getting the info easy. Give reporters options.

Don't hold back information they are going to get in time anyway.

Recognize the credentialing power of your prospects' social networks; a reprint from a unknown media outlet referred by a “friend” can be more powerful than one from the Wall Street Journal they find on their own.

Evangelize PR as Biz Dev Tool



Transform Your Partner's Reluctance into Expectation.
Make Them See PR as an Opportunity Rather than an Obligation.
(Done Right, PR can be Priceless)

Q & A

