



7 Tips for Effective Communication

1. **Simplify Your Message**

You should be able to effectively describe your product or company in a couple of sentences in all of your public relations documents and communication.

2. **Know your Audience and Market**

Make sure your message resonates with the specific audience and market you are trying to reach.

3. **Make Sure Your Press Release is Newsworthy.**

Magazines, Editors and the likes are bombarded every day with new products, new companies & new news items. Make it worth their while.

4. **Get Published**

Getting published establishes you as an expert which gives you more credibility. There are usually opportunities to contribute to articles and directories on a subject matter that you are knowledgeable about.

5. **Keep Your News Fresh on Your Website**

Give people a reason to come time and time again to your website. Keep the copy strong and make it engaging.

6. **Toot Your Own Horn**

When you do get media coverage, Share it. This outside press & coverage provides credibility.

7. **Volunteer to Speak at Events**

Speaking at events gives you and your company more credibility and exposure.