

# **YOUR BRAND OF EXPANSION**

How to use successful branding and public relations strategies to expand your business and be viable

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# YOUR BRAND OF EXPANSION

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# INTRODUCTION

The term 'PR' is used so frequently, we hear it all the time. It often gets used in a negative way – “he managed to “pr” his way out of that situation.”

←This is not Public Relations.

So what is it, and why should you pay attention to Public Relations in your business?

Do you really need it in your business and your life?

**DEFINITION:** Public Relations is the management strategy that makes you and your business well known and well thought of by all the groups you have to deal with. It gets them to be in agreement with what you are trying to achieve and to support you in your efforts to succeed.

The purpose of PR is to create understanding between you/your business and all the groups you deal with. PR puts a favorable operating climate around you.

The definition of viable is - existing and surviving under favorable conditions.

For a business to survive and be viable you need excellent relationships with all your public – and only good public relations will create that necessary favorable operating climate.

How do you do this?

I will explain, step- by- step, each action you need to do. Each step is explained in an easy-to-understand chapter of its own, with case studies and easy exercises for you to do. Practice each exercise on your business as you go along, and when you finish the book you will have a complete PR plan in place!

## CHAPTER ONE

# What Am I Doing, Where Am I Going?

To get public relations working for you it is necessary to have a full understanding of what you want to communicate to the groups you deal with that might affect your business in some way.

To have good relationships with all your public you should ensure they know and understand what you are all about - whether personal or business. Who you are, what you do, what you aim to achieve and what your policies are.

Do *you* know and understand these things? Do you have a plan and a goal?  
Have you set the policy for your life and  
your business?

You can't get others to understand your business if you don't have a clear picture of what you want to achieve and how you are going to do it.

To prepare your PR plan:

1. Work out all the various groups you need to deal with: these are called **target audiences**.
2. Make sure you know exactly what your business is, what it does now and what it intends to achieve: **a mission statement**.

## EXAMPLE:

A Health food store may be described in this way:

We are dedicated to selling fresh, organic food that is healthy. We believe that what you eat affects your health. We also believe that education about healthy lifestyles is an important part of living well. We provide free seminars on health topics to our customers. We aim to be the best health food store in the Pasadena area.

This would be their **Mission Statement**.

## DO THIS EXERCISE:

Sit back and daydream! Imagine exactly how things would be if everything worked out perfectly for your business. Get an idea of what the ideal scene is for your business. Where would it be situated - how many people would be working in the business - how much money would you be making - what kind of customers would you have - how do you service them to exchange for the money they give you.

1. Write down a full description of what this ideal situation would be.
2. Separate this into these sections:

My Goal in the next six months  
My goal in the next year

Why do I want to do this?

What bright ideas can I come up with on how to achieve this - these are the broad plans, just the bright ideas that have not been refined yet.

3. Write down what your business does - what your product or service is exactly. Write down who your customers are.
4. Write down what makes you different from other businesses similar to yours. (your competition)
5. Now that you have all that information clear - write a mission statement for your company. If you are doing this on your personal life - write one for yourself.

It is important to really take a good look at the policy you use to operate.

What are the guidelines learned from experience, what works and what doesn't!

6. Write down what your business does - what your product or service is exactly. Write down who your customers are.
7. Write down what makes you different from other businesses similar to yours. (the competition)
8. Now that you have all that information clear - **write your mission statement** for your company. If you are doing this on your personal life - write one for yourself.

It is important to really take a good look at the policy you use to operate.

What are the guidelines learned from experience, what works and what doesn't!

**EXAMPLE:** here are some policies for the health food store.

- Buy only fresh organic produce.
- Never sell anything that is not totally fresh and healthy
- Keep the store hygienic and clean
- Keep up with all new health developments
- Provide good health education to the customers
- Hire good staff who also have the same view and believe in a healthy lifestyle
- Treat your customers with care - they pay your salary
- Always deliver what you promise

Get the idea?

## EXERCISE:

Write down your policy.

