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## PR will generate buzz for your firm – but keep it brief



### James Caan

*Dear James,*

I know PR is important to my business but don't know the first place to start. How do I create buzz around my company?

*Janet Martin*

YOU are right – PR is important and will create a buzz around your company and brand. Putting together a simple plan for PR activity can be rewarding for your company as media publicity can carry more

credibility than other advertising channels. And remember, it's free!

Local papers and trade press are great places to start: pitching to press

is not easy but building the relationship will help.

When you do have something newsworthy, don't wait or the opportunity will be lost. Even simple things like company awards, staff promotions or unique product launches all make acceptable PR stories, and always be on the lookout for the quirky and unusual stories.

Aim to draft approximately 300 words – best practice is to think how you would sell your news in five

seconds. A good photograph will improve the impact of your story.

Another good way to create interesting content for editorial is to create a survey among your customer base.

■ *For the full article and news of James Caan's free app, go to [standard.co.uk](http://standard.co.uk). His new book, *Start Your Business in 7 Days*, is out now*