

Top Ten BAB Tips for Doing your Own PR and Copywriting

Summary by Leonora Soculitherz

1. Aim beyond what you think you are capable of and put it in words (copy) first and design and images second. (“I want to be as famous as Persil Automatic” – Victoria Beckham.)
2. Promote the positive and diminish the negative. Take the basic truth in your idea and bring it to life in words and images.
3. Link your messages to your clients’/customers’ wants, but don’t oversell what you can do for them. They must trust your promise and it is far better to give them more than they expected.
4. Remember that business promotion is show business, so don’t be afraid to take some risks to ‘entertain’. Use novel ideas to give you an edge. You must ‘put on a show’ in copy, on the web, on stage and with press interviews.
5. Think through the problem you can solve for your clients through your copy. Produce it in short sentences and short paragraphs. Plain English is good too.
6. Link to 5 above, by your simple, attention-getting headline or slogan.
 - Clare reckons that her most successful press release (ie got the most hits in journals and

newspapers) had an uncomplicated heading of just four, short words **'Bad news for Dads'**. It dealt with a BAB survey which showed how few companies were giving paternity leave at that time.

- Another really successful two word heading was Clare's, **'Qualified Success'**, about the launch of new Sales qualifications.
 - Another was **'Wealth Warning'**, about BAB's seminar called 'Warning! Consultants can seriously damage your wealth'.
 - Bose's **'Better sound through research'**, as part of their logo, is another classic.
7. Short press releases with an interesting photo/ image usually get into the press more often.

BAB once got great exposure for an April Fool release that told a complicated story in very few words. The photo had Clare and Tony superimposed on the egg in a giant egg cup and the story was headed **'No yolking'**. It read:

"Hard on the heels of burgers and baked potatoe, comes what a city firm hopes will be the next fast food fad – boiled eggs. Opening on Monday in Central Milton Keynes, Egg-U-Fill will offer more than 200 exotic fillings for hard and soft eggs, ranging from traditional sea salted chips and jelly to rum flavoured beetroot, claims Managing Director, Ed Curry. But providing the restaurant's giant egg cup centrepiece meant a scramble for the Newport Pagnell-based Business Advisory Bureau. 'We are

certain that Egg-U-Fill will poach some of the fast food market share and put Milton Keynes on the map,' said BAB's Clare Francis."

8. With business-to-business services, the objective of your direct marketing copy will often be to get delegates to an event, seminar or meeting.
9. Don't forget to get in a really good 'call to action' and don't be afraid to repeat it in your copy.
10. 90% of the inspiration for copy for advertising, direct mailers, web pages and press releases comes from other adverts, web pages, direct mailers and press releases.

One successful direct mailer for a software client of BAB was based on a successful mailer for garden tools. BAB's own successful mailer for "The Essential Guide Earning a Living From Independent Consultancy", was based on a successful direct mail piece they'd personally tested for a manual called "Mind Your Own Business", mixed in with some successful features of three of their clients' techniques (all were book publishers) – Grolier, Encyclopaedia Britannica and Dorling Kindersley.

