

in business, connecting is everything

your : PEOPLE public relations
marketing
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Relationships, Language and Body Posture: The True Definition of PR.

Why public relations is all about relationships.

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Man walks into a store. Dimly lit, dusty corners, sales clerk at the counter zones off to the tune of the blaring TV on a shelf above the packaged goods. Chomping gum. Arms crossed in front of her chest.

Man walks out of the store. Man never returns. Customer lost.

No matter how big the sign is outside the storefront, or how creative the ads in the community newspaper, no business benefits when its sales force lacks enthusiasm. The best PR campaign – telling stories to media, planning events to bring people through the door, creating energetic advertising opportunities in a myriad of ways – won't replace the authenticity of relationships.

Even the best PR guru fails when the business itself isn't focused on human connection.

In an era of social media and interactivity online, PR is ever more important. But neither in the past nor in the evolving landscape of today's technological marketplace can PR replace good business. It only promotes it. Tells its story. Finds new people to speak to. Develops a voice for a business.

Public Relations is the art of building relationships in the public sphere for a business, a person or an idea. That notion hasn't changed, even as the business landscape does. What changes is the methods of communication.

Today, public relations is the effort of finding communication channels and using them to artfully tell a story. The old favorites – radio, television and print – still hold court alongside social media networks, web-zines, blogs and text campaigns. Every mode of communication is ripe for the picking if it reaches your ideal audience.

At [Your People LLC](#), we focus on relationship-building as the driving force behind our public relations, marketing, and business development campaigns. The medium ranks second in priority to the

method. We determine our clients' ideal customer audiences and help them build authentic, sincere relationships with those people – using the best mediums to reach them where they live.

As a great example, consider the blogosphere. This virtual home to journal –writers is open to anyone who cares to build an outlet and start talking to the world. And they do. Anyone can start a blog; but only the best and most dedicated writers or experts in their field keep them going, populate them with great content and become voices to listen to.

Today, some bloggers have more cache than some print journalists. A handful – not a ton! But a good publicist knows who they are and tries to get into their story cache.

Still. PR is about relationships. Good PR **depends** on relationships! Relationships between journalists and publicists – which become relationships with companies. Relationships between customers and their client base. Relationships in particular segmented communities. Authentic, genuine relationships.

And relationships take time to build.

If you want your business to grow, you must take the time to build it. Nothing happens overnight. Nothing good comes from rushing. Investing time, energy and resources is **the only way** to build your business from the ground up – and not create a fragile house of cards.

So how do you build these relationships?

Once you've figured out the individuals to connect to, then you have to approach it in the same way you would a friendship. Gradually. Authentically. Not in-your-face. A quick hello. A handwritten thank you note. A call two weeks later with a coffee invitation. Ok, these tactics may not work exactly for business – but the idea holds true. Create opportunities for your customers that **better their lives**. Speak to their problems and offer ways to solve them. Show you care. Listen carefully and listen well. Respond to their concerns – even if it's not in your business purview.

Because consumers today are not concerned with what you can sell them or what you do well – they want to know how you will make their lives better. Once you can attest to that, you'll be on the road to success.

Public relations is how you relate to people in the public milieu. That's all – nothing more, nothing less. If you can understand, empathize, share, and connect, you're on your way.

Since businesses are fueled by people, and people ride the roller coaster of emotions that takes them high and drops them low, you best focus on the people, while not forgetting the ever-important bottom line. If the people are happy, your bottom line will grow.

That's all. The secret to Public Relations ain't so secret. We all know what it is – we just don't realize it. Go to it!