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**Roy,**

Welcome to **PRactically Speaking**, a way for you to gain practical insights and perspectives about business communications for the real world.

Share this with your friends and colleagues too, and let us know what you think.

Enjoy!

### **5 Ways to Leave Your Cover**

**Slip out the back Jack, make a new plan Stan, no need to be coy Roy, just set yourself free**



Paul Simon's lyrics say there are 50 ways to leave your lover. Our version of the tune is a tad different. Focused on your business, it is 5 Ways to Leave Your Cover.

For many executives and businesses, being "under the cover" or "under the radar" is standard operating procedure. It's a conscious decision to keep a company under wraps. For others, it's just the way it is because they don't understand the value and validity of marketing or public relations, or how to get started.

The following tips help you leave your Cover--to "break out" in order to build a company brand, increase market share, build trust and credibility, and more.

### **5 Ways to Leave Your Cover**

**Think Business First.** Review your business plan and goals for the year. How can communicating to key audiences help advance your corporate growth and goals? Have you analyzed your marketing mix? Do you have consistent marketing or PR programs in place?



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**Engage your employees.** Talk with them. Get in front of them. They're your most loyal champions or your worst enemy. They know the ups and down--the good, bad and ugly. If you put employees first, not only will you discover a bounty of great success stories, you'll find that employees care more, work harder and feel more connected.

**Talk to your customers.** The best PR program in the world is free--it's talking to your customers. Ask for straight talk about company pros and cons, strengths and weaknesses. You can even develop a **customer questionnaire** that gives them the liberty to talk candidly about service, quality, pricing, personnel, satisfaction and more.

**Delegate.** If you're too busy, too disinterested or just overwhelmed, find a quality resource that can take your business goals and transform them into marketing and PR initiatives that ensure clarity, consistency and quality. And results.

**Get Exposed.** This requires persistency and consistency. Whether you're focused on speaking opportunities, being featured in a newspaper or magazine, or just doing a better job communicating with employees, it's time to Share The Story, showcase success and interact among the people who matter--those who contribute to making your business exist, operate and prosper.

You're invited to:  
Offer your comments and suggestions about this story, [click here](#)

Find out more about a customer questionnaire, [click here](#)

Receive an audit of your marketing mix, [click here](#)

### **Getting Practical** **News & Views You Can Use**

**The Dallas Morning News goes Entrepreneurial?**  
Rumor has it that *The Dallas Morning News* is beginning an Entrepreneur/Small Business section, effective in August. It will include entrepreneur profiles, a small business columnist and more. Look for it to debut on page 2 in the Business section, sometime in the next week or two.

**Why you care about editorial calendars.** What's an editorial calendar? Newspapers and magazines often produce editorial calendars--a schedule of upcoming story topics. By knowing what's coming, you can talk to editors and reporters about specific success stories and ideas. Often, reporters are working several weeks to several months ahead of the publication date (as listed below), so it's important to contact them early. For example, the **Dallas Business Journal** includes these story topics for September and October:

Sept. 7

Employment/HR Staffing

Sept. 14 Construction Landscape Architects, Architecture Firms, Interior Architects Industrial Space

Sept. 21 Residential Real Estate Homebuilders, Title Companies Health Care Heroes, 114 Corridor

Sept. 28 Women Owned Businesses, Minority-Owned Businesses, Highest-Paid Women Executives, Corporate Relocation Companies Corporate Expansion & Relo

Oct. 5 Law IP Law Firms, Audio Visual Equipment, Audio Visual Production Tech Titans

Oct. 12 Meetings & Conventions Event Planners, Caterers, Conventions, Trade Shows, Meeting and Exhibition Facilities

Oct. 19 Health Care HMOs, PPOs, Busiest Hospitals, Assisted Living Centers, Nursing Homes Las Colinas

Oct. 26 Shopping Centers and Malls Commercial Real Estate Quarterly

For the complete year of DBJ story listings, [click here](#).

**What's in a domain name?** Great article by Anita Campbell, Inc. Magazine. [Click here](#).

### **Inside RGM Communications**

So much for summer doldrums! What's been happening lately at RGM? Alot!

One client is interviewed by **Electronic Business**, a leading electronics manufacturing publication. The magazine editor is so impressed with RGM's client that we work out more than just a story. We've turned a client into a regular magazine contributor who will write a monthly column for the publication.

**One reporter "bites"** on a story, interviews the client and preps the story for publication. The reporter's editor kills the story--"a difference of opinion" between reporter and editor. A prime example that PR is a world of uncontrolled messages and mediums. Lesson learned.

**Buyouts are a bummer.** When one client is bought and sold to another entity, the hoopla and joy rarely cross over for service providers. It's happened to me too. Darn.

The **Dallas Business Journal** features Duck Business Acquisitions, an RGM client, in a wonderful "Two Minutes With" feature.

We planned, created, produced, designed and published an **eight-page newsletter** for a corporate client.

A recent personality assessment shows what I always knew: **progress is primary**; I drive hard and fast, make quick decisions and prosper amid a constant flood of creative energy, thoughts and ideas. Action and attitude mean everything.

**Optimism is contagious**, energetic, fulfilling and purposeful. When shared, it's profitable. Pessimism is Chronic Fatigue Syndrome of mind and body. It kills.

Thank you for reading this issue of PRactically Speaking. We want YOUR FEEDBACK, thoughts, ideas, questions and constructive criticism. [Share those now.](#)

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