



## Praise Singers

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The best PR platform comes from others singing your praises. Who are your praise singers? They are your contacts that brag about your services, tell positive stories about your amazing contributions in and outside of the office, and when called upon, give your name to people who are looking for recommendations. I am lucky enough to say I have many. Both clients and non-clients.

[BadfortheBrand.com blogger](#) and [marketing guru Jonathan Fitzgarrald](#) presented to my Newport-Irvine [Provisors group](#) today the top five tips that will generate praise singers and help you manage what people are saying about you.

1. What is your target audience: Be specific about your target industry so people think of you when they hear about potential referral opportunities.
2. What is your story? People can't sing your praises if they don't know what to say about you. Make sure they know what you do and whom you do it for. Include "human" elements that make you interesting and easy to connect with.
3. Who are your praise singers? Identify them and keep them up-to-date on what you're doing, which includes posting updates on LinkedIn, sending bylined articles or interviews you have done with the media.
4. What are the outlets/vehicles for getting out the message? Use at least one or two platforms to remind people that you are open for referrals and introductions. Social media has made it very easy for busy professionals to do this.
5. Be consistent. Don't wait for months to be out there because you are too busy. PR, marketing and business development need to happen even if you are knee deep in litigation, closing a

deal or have your heard buried in a project for a client.  
I am sure you have a list of people who you promote. But, do you  
know if you are on their lists?