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BEYOND HYPE!

Ethical Promotion of Your Professional Service

A workshop for health professionals

Presented by:

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Saturday, May 8, 1993

**BEYOND HYPE!
ETHICAL PROMOTION OF
YOUR PROFESSIONAL SERVICE**

Saturday, May 8, 1993

0900	Ethical Public Relations: Not an Oxymoron
0930	Assessing Your Own Promotional Needs
1000	Counting Your Assets
1030	Break
1045	Getting Down to Business: Your Plan
1145	Lunch
1315	Promotional Tools, Part 1: Written
1430	Break
1445	Promotional Tools, Part 2: Face-to-Face
1515	Promotional Tools, Part 3: Broadcast (Using the Media: You Can Do It)
1600	Start Now!

ASSESSING YOUR NEED FOR PROMOTIONAL OPPORTUNITIES

Before you embark upon a plan that will eat up a fair bit of your time that might be better spent on other activities, assess the extent to which you really need to further promote your professional service.

- ☐ Are you doing the kind of work that you want to do? (or are you seeing other kinds of patients and doing other things because you cannot seem to get the word out about the kinds you want?)
- ☐ Are you doing as much work as you would like to do? (Are you making as much money as you would like given the current fees?)
- ☐ Realistically, how much more work could you do given your current circumstances? Would you be willing to change them if necessary to accommodate a larger client base?
- ☐ Is your business/service perceived by the public in the way that you would like it to be perceived? Do you even know the answer to this question?
- ☐ Do you know what kinds of people would be interested in your work?
- ☐ Do you believe that the public has a right to know about what you have to offer to them? Is it unfair for the public if they are not made aware?

TAKING STOCK OF YOUR ASSETS

Rate what you already have going for yourself so that you will have a starting point for future development.

1. Will you spend any money on your promotional activities?

None _____ a bit _____ more than a bit _____ as much as it takes!

2. Will you spend any of your own time on promotional activities?

None _____ a bit _____ more than a bit _____ as much as it takes!

3. What are your personal promotional skills like?

Approaching people

too shy _____ if I have to _____ feel OK _____ do it all the time

Talking about yourself

too modest _____ only to people I know _____ feel OK _____ can't shut me up!

Writing what people will read

can't write a sentence _____ only letters _____ interested but need help _____ next Ernest Hemmingway!

Speaking in public

tongue-tied _____ can tell a joke if forced _____ shaky but OK _____ Julius Caesar look out!

ASSESSING YOUR PROMOTIONAL GOALS

Here are some goals that you might have for your promotional program. Some are long-term and some short. This is what you do:

Step 1- Decide which of these are appropriate goals for you.

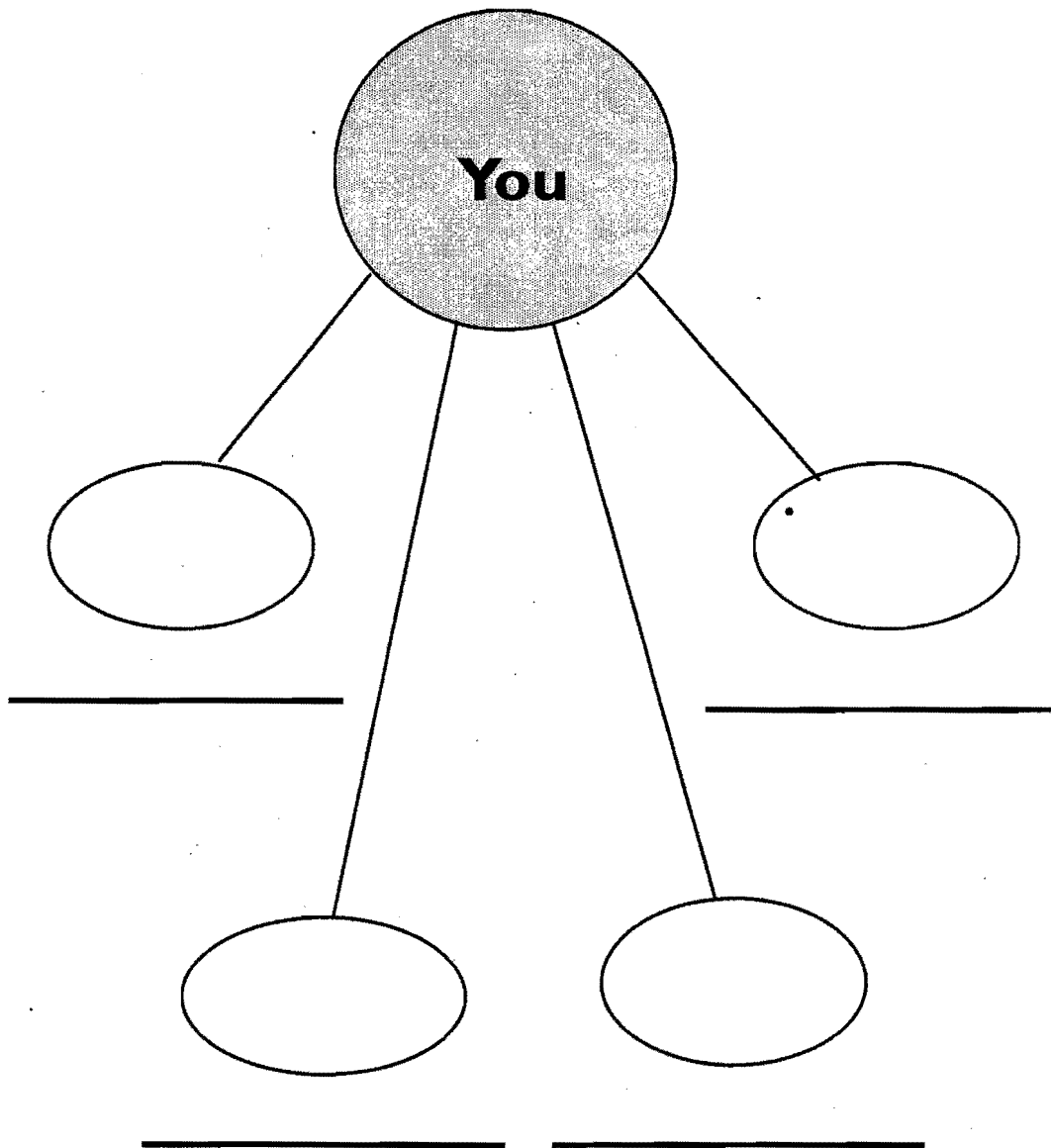
Step 2- Rank them in order of priority but not necessarily chronology.

Step 3- Decide which are short-term and which long-term.

Step 4- Start working on the most important short-term goals that will lead you to reaching your long-term goals.

- ☐ To develop a full-time service that provides you with an appropriate income.
- ☐ To become a nationally known expert in your field.
- ☐ To inform people about the business that you are in.
- ☐ To teach people about an issue of importance.
- ☐ To persuade people to use your service.
- ☐ To maintain your current client base.
- ☐ To expand your client base.
- ☐ To increase the number of referrals.
- ☐ To counteract misconceptions about your field.
- ☐ To counteract misconceptions about your own service.
- ☐ To recruit employees.
- ☐ To improve your own image in your community.
- ☐ To improve your organization's image in your community.
- ☐ To increase attendance at your programs.
- ☐ To raise money.
- ☐ To protect yourself from lawsuits.

YOUR PUBLICS



...AND YOUR MESSAGES

PLANNING YOUR PROMOTIONAL PROGRAM

<p>Step #1</p> <p>Set your goals and describe how you will measure their accomplishment.</p>	<p>1.</p> <p>2.</p> <p>3.</p>
<p>Step #2</p> <p>Identify and describe your audiences.</p>	<p>1.</p> <p>2.</p> <p>3.</p>
<p>Step #3</p> <p>Identify the message you would like to convey to each audience.</p>	<p>1.</p> <p>2.</p> <p>3.</p>
<p>Step #4</p> <p>Identify the best methods to convey the messages to the appropriate audiences.</p>	<p>1.</p> <p>2.</p> <p>3.</p>
<p>Step #5</p> <p>Set your audience priorities and work through your plan.</p>	<p>1.</p> <p>2.</p> <p>3.</p>
<p>Step #6</p> <p>Evaluate your progress at regular intervals.</p>	<p>1.</p> <p>2.</p>

SIMPLE BROCHURE BASICS

WHERE WE ARE

In se perpetuo Tempus ac revolutile gyro
Iam revocat Zephyros, vere lepente, novos.
Induiturque brev Telus reparata juvenam,
Iamque soluta gelu dulco virescit humus.
Fallor? an et nobis redonat in carmine vires,
Ingenuumque mihi munere veris adest?
Munere veris adest, illeumque vigescit ab
illo (Quis putat?) atque aliquod iam sibi
poscit opus. Castalis ante osculos, bifid
umque cacumen observat. Pyrenen somnia
nocte fenat. Concitaque arcano fervent
mihi pectora motu, Et furor, et sonitus.

SPECIAL SERVICES

Me sacer intus agit. Delius ipse venit. Iam
mihi mens liquidum raptatur in ardua caeli,
Perque vagas nubes corpore liber co.
Perque umbras, perque intra feror,
penetralia vatium, Et mihi fana patent
interiora Deum. Intuiturque animas toto
quic agatur Olympo, Nec fugiunt oculos
Tartara caeca meos. Quid tam grande sonat
distento spiritus ore? Quid patit haec rabies,
quid sacer iste furor? Veris, iot rodere
vices; celebrenus honores Veris, et hoc
subeat Musa perennis opus. Iam sol,
Aethiops fugiens Tithoniaque arva, Flectit
ad Arctos aurea lora plagas.


WRITE OR CALL

Est breve noctis iter, brevis est mora
noctis opacae, Horrida cum tenebris
exultat illa suis. Iamque Lycæonius
plaustrum caeleste Ro
longa sequitur

Name
Address
City, Province
Postal Code

Name
Address
City, Province
Postal Code

Health and Leisure
Services



How
We Can Help

← DESIGN
ELEMENT TO
CARRY INSIDE

← SIMPLE,
UNCLUTTERED
COVER

← ONE FONT,
2 STYLES
(PLAIN, BOLD)

↑
BACK FOR
MAIL-OUT

CLEAN, SANS →
SERIF TYPE
FOR HEADS

SERIF TYPE →
FOR BODY FOR
EASE OF
READING
NO SMALLER
THAN 10 PT.

WHO WE ARE

Forte aliquis scopuli recubans in vertice pastor, Roscida cum primo sole rubescit humus. "Hac," ait, "hac certe canisti noeto puella, Phoebe, tua, colores quae retineret equos." Lacta eius reperit silvas, pharetramque resumit Cythis. Luciferas ut videt alta rotas, Et tenues pennis, radios gaudere videtur Officium fieri tan penetrata vatum brevo fratris ope. "Desert," Phoebus ait, "thalamos, Aurora seniles; Quid iuvat effoto procubuisse toro? Te manet Acolides viridi venator in herba; Surge."

"Tuos ignes altus Hymettus habet." Flava verecundo dea crimen in ore fatetur, Et mutuos opus urget equos. Exiit invisam Tellus rediiva cunctam. Et cupit amplexus, Phoebe, subire tuos. Et cupit, et digna est; quid enim formosius illa, Praedit ut omnisferos luxuriosa aious, Atque Arabum spirat masses, et ab ore venusto Mithra cum Paphis fundit amosna rosas? Ecce, coronatur sacro frons aedus Iuio, Cingit ut Idaeam pineta turris Pim; Et vario madidos intexit flore capillos, Floribus et via est.

WHAT WE DO

Polasse placere suis, Floribus effusus et erat redimita capillos, Taenatio placuit diva

WHY YOU MAY NEED US

In se perpetuo Tempus as revolvibile gyro lam revocat Zephyros, vere tepente, novos. Induiturque brev Tellus reparata inventam,

HOW WE CAN HELP

Inhulitque animas toto quic agatur Olympo, Nec fingunt oculos Tantara caeca meos. Quid tam grande sonat distento spiritus ore? Quid parit haec rabies, quid sacer iste furor? Veris, iol redire vices; celeberrimus honores Veris, et hoc subest Musa perennis opus. Iam sol, Aethiops fugiens Tithoniaque arva, Flecit ad Andros sacra tora plagas penetrata vatum. In se perpetuo Tempus as revolvibile gyro lam revocat Zephyros, vere tepente, novos. Induiturque brev Tellus reparata inventam, Iamque soluta gelu dulces virescit humus.

← DESIGN ELEMENT
CARRIED INSIDE

← PHOTOS OR
GRAPHICS TO
SET TONE
+ ADD A
MESSAGE, ALSO
PROVIDE INTEREST

← * ALL RAGGED
RIGHT MARGIN,
FLUSH LEFT

←
↑
↗
SIMPLE TEXT ORGANIZATION
WHO, WHAT, WHEN, WHERE, HOW

Suggested Reading

Aslett, Don. *Is there a Speech Inside You?* Cincinnati, Ohio: Writer's Digest Books, 1989.

Axelrod, Rise B. and Charles Cooper. *The St. Martin's Guide to Writing*. short 2nd ed. New York: St. Martin's Press, 1988.

Bacon, Mark S. *Write Like the Pros: Using the Secrets of Ad Writers and Journalists in business*. New York: John Wiley and Sons, 1988.

Fletcher, Tana and Julia Rockler. *Getting Publicity: A Do-it-Yourself Guide for Small Business and Non-Profit Groups*. Vancouver: International Self-Counsel Press, 1990.

Fritz, Roger. *Nobody Gets Rich Working for Somebody Else: An Entrepreneur's guide*. New York: Dodd, Mead and Co., 1987.

Grahan, Betsy P. *Magazine Article Writing*. 2nd ed. Fort Worth, Texas: Harcourt, Brace, Jovanovich, 1993.

Malouf, Doug. *How to Create and Deliver a Dynamic Presentation*. Brookvale, NSW: Simon and Schuster, 1988.

Newsom, Doug and Bob Carrell. *Public Relations Writing: Form and Style*. 3rd ed. Belmont, California: Wadsworth Publishing Co., 1991

Yale, David R. *The Publicity Handbook: How to Maximize Publicity for Products, Services and Organizations*. Lincolnwood, Illinois: NTC Business Books, 1993.