

Does your PR hit the target? Then here are 5 tips to help you connect...

When you first began speaking, you learnt about how important it is to connect to your audience. Buzz words like connection, authenticity, empathy or in their own words were thrown at you. Well now you are doing PR the same is true. What's true for writing a speech is true for your PR. You need to know who your audience are and how to make it relevant to them.

So here are some tips to help you....

1. Know who you are talking to.... if you try to talk to everyone then you will talk to no-one. There is so much noise out there you need to connect so being specific is useful. Some marketers go as far as to give their ideal client a name, profile and life. You probably don't need to name your avatar, but you do need to know what they want to hear.
2. As I said there is a lot of noise, so you need to catch their attention. Just like opening a speech you need to get noticed then keep the attention going. You don't need to create perfect click bait, but you do need to get a second look. The first way is to create an attention-grabbing opening. Just like a speech, questions, empathy or shock are great ways to do this.
3. To keep the attention you need to keep to the point or keep the audience active. Questions and tips work well for this. As does binning the filler words.
4. Keep your audience wanting more.... ask intriguing questions, lead them a little or tell them a story. Engage them as much as you can in the process. Paint them an enticing picture that could be their Monday morning or show them a transformation that fuels their passion or cures their pain. Then.....
5. Know what you want your reader to do and tell them to do it. Often called a call to action, you do need one, otherwise your reader will simply do nothing. Mmm nice article. Next.

Talking of next, I hope this quick read inspires you. Then tell us what else you would like to see featured here. Email jewels.c@hotmail.co.uk with the topics you want to know more about and we will try to point you in the right direction.

Want more help with your marketing?

Then you need to be Moonlit.

If you just want to know where to go from here, or are looking for inspiration then this resource is not to be missed...

Visit the new district 95 website, revitalised and looking good thanks to our own web wizard Craig, where you will find links to this exciting project. With the aim of growing clubs, there is how to guides and done for you content....simply click below to explore.

[Public Relations Resources - District 95 \(toastmasters-95.org\)](https://toastmasters-95.org)

For your calendar

Last Wednesday Grab a coffee and join Jewels to talk about all things branding. She will try to answer your questions from what is the importance of branding? Down to the technical details of putting branding colours into canva and everything in between....but only if you ask.

To join the meeting click the link below on Wednesday 30th November 8pm CET

<https://us06web.zoom.us/j/89396509411?pwd=SIVaVDhtdml1UXVKbFFsVkZkb3gwZz09>

Resources

Don't forget the [D95 web site](#) and the [D95 PR facebook group](#).

Here are some templates for Canva, that may just make it easier for you.

https://www.canva.com/design/DAFCruOc2HY/O_vMAC2N01gOOIsXz5VZHA/edit?

<https://www.canva.com/design/DAFCratXTNw/59xzMtMHXnkYf8YCYOm9fw/edit?>

https://www.canva.com/design/DAFCrnkz6iU/dILGd_XcL8DL-JSYDQ00eA/edit?

https://www.canva.com/design/DAFCru489uw/Oh_112yQ7KqXC2xY2avhug/edit?

https://www.canva.com/design/DAFCrrh6_8I/c6QpSUfesCaDM4V81iztfA/edit?

Talk to us

Any feedback or questions then please email us....

Jewels.c@hotmail.co.uk

Especially if there is anything you would like us to cover.....