



## Better Communication - February 2010

### Diagnosis - Better Communication for Two Small Businesses

I've already told you that **Mary Elen Merrigan** of Connecting Point Communication and **Paula Manning-Lewis** of Chroma Studios were the winners of last month's free communication diagnostic evaluations. They jumped right on the offer and were the first two to reply!

#### Here's what Mary Elen had to say after the experience:

*"My summary arrived as promised: two pages, single-spaced, crammed with information pulled out of me a phrase at a time in less than 30-minutes.*



*It included four specific recommendations, backed by not just Kelly's opinion, but research. In one recommendation, she suggested beefing up my presence on Facebook and Twitter. She walks her talk. The same day, Kelly tweeted about it. And then friended me on Facebook."*

You can read more on Mary Elen's [blog post](#), including specific examples of what she liked, noticed and learned about and from the process.

**Paula was equally excited**, and has already implemented some of the ideas we talked about for [Chroma Studios](#), a gallery and artist studios venue. She says, "Thank you so much! Very helpful information!" about the evaluation.



Thanks to both wonderful ladies for taking the time to read and respond to my offer. Watch this new newsletter for more offers in the future (like the one in the right column!)

### Success!

**Guy Berger, CEO**  
[Palms Trading Company](#)

I was impressed by Kelly's knowledge of her business and the fact that she continually stressed that she could accomplish what the large PR firms do, but for much less money. Not only did she get us press immediately, but we have many other opportunities in the works.



### Why I Love Press Releases

Call me old fashioned, but I **love press releases** - that stalwart method of letting the media know about you, your company and your service. Whether you're used to naming them media releases, news releases, or press releases, they are a tried and true way to get reporters, editors, bloggers. And if you incorporate them onto your website, blog site, Facebook or Twitter, your friends and fans, too.

Press releases done correctly - with all the right information - often find themselves plopped right down in a newspaper, website or social media account verbatim. Yes, **word for word**. That's why it's so important that all the right information, and no fluff, gets into them in the first place. Also helpful? a well-written, concise message. More than one idea confuses the purpose.



See, with press releases, **you control the message**. Only the details you want to send into the world are sent. Ideally, a reporter or blogger will contact you for an in depth interview. But more likely than not, they'll simply cut and paste your words into their publication or site - online or print.

The key is to **send only good stuff** - don't try to sell anyone. It's not an advertisement.

Simply and clearly (no jargon!) explain the happening - you've moved location, you've hired someone, you've won an award, you're celebrating a milestone, you've debuted a new website.

Consistently let people - and reporters are just people who get paid for their words - know about the great things happening in your business. **This includes your current and potential clients**, too! They'll pay attention when your information is reliable, truthful and best of all, short and to the point.

[Sign up for my new letter](#)

#### Follow Me



#### Free Tip!

Press releases are one of the most cost effective ways to communicate your message to the public. Good press releases are short, easy to read and contain all the right information.

#### Special Offer

**Don't know where to start in crafting your next press release?** Just hit reply and I'll be happy to help! This special offer for [new customers](#) (we haven't worked together in more than one year) or for [current customers](#) not already taking advantage of one of my packages.

**Buy 2 press releases & the next one is on me. That's a \$249 value.**

That's right, you get a complimentary press release when we do 2 together. The 2nd release must be sent within 30 days of the 1st one we do, and you've got another month after that to redeem our complimentary one.

**This offer is only good until February 26, 2010**, so act now!

Just [email me](#) or hit reply!

Please forward this to a friend who you think might benefit from it, too. They'll get help and you'll look like a hero!

#### Questions?

Questions about how to better get your message out? I'm happy to answer.

Just [email me!](#)

Visit [www.kellykoepke.com](http://www.kellykoepke.com)

**Please forward this to a friend who you think might benefit from my services.**

**Thanks!**

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