

50th Anniversary 1954-2004

Chiropractic

ECONOMICS

THE MAGAZINE DEDICATED TO PRACTICE GROWTH AND PROSPERITY SINCE 1954

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PUMP UP YOUR PR

You can conduct an effective personal public relations campaign even if you cannot afford to hire a professional PR firm. Here are a few tips:



- **Purchase media lists.** You can buy lists of names of health editors through services such as Bacon's or Burrelle's media.
- **E-mail the local media.** Send them your curricula vitae and link to your Web site. Explain in what circumstances you would be a good, expert source for interviews. Tell them about any new or innovative techniques you are using.
- **Post all press clippings to your Web site.** Frame clippings to display in your waiting room.
- **Tell the media about pro bono or volunteer work.** These stories are almost always good human-interest pieces.
- **Always have a press kit handy.** Include your bio, a headshot, press clippings, photo of your office and a selection of testimonials. (Get written permission from patients!)

- **Build a Web site.** They are vital today.
- **Answer the media directly.** Don't speak with your own agenda in mind. The media seek good sound bites and quotes for their specific questions. Avoid seeming professorial with your answers. Instead, tailor your comments to consumers — your potential patients.
- **Keep an archive of testimonials.** Always get written permission to use them.

— Katherine Rothman, CEO
KMR Communications Inc.,
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