



You are here: [Sentinel Home](#) → [Collections](#) → [Entrepreneurs](#)

Ads by Google

[Centrify Active Directory](#)

Control Cross-Platform User Access w/ Active Directory. Sign Up Now
www.Centrify.com/FreeWhitePaper

[Social Media Marketing](#)

Need more leads? Use Social Media. Get a Free How-To Kit Here.
www.HubSpot.com/Social-Media

[Need Startup Money?](#)

Small Business

Public relations pro offers ideas for small businesses

April 30, 2007 | By Sara Isaac, Sentinel Staff Writer

If you own a small startup, how should you go about marketing your business?

The No. 1 asset is you, says marketing expert Laurel Tielis. But you have to know how to harness the power of public relations.

"Traditional business is kind of like, 'What's in it for me?' " said Tielis, who was in town last week to talk to small-business owners at the Juvenile Products Manufacturers Association convention. "The Golden Rule of public relations is, 'What's in it for them?' "

Ads by Google

Advertisement

[Need Startup Money?](#)

Join Our Network Of Investors Free Exposure To Investors And Angels
www.FundingUniverse.com

[Start A Business](#)

Get Advice and Info on Starting a Small Business Today.
www.Business.com

[Free Email Templates](#)

Want Engaging Email Ad Campaigns? Download the Top 10 Email Templates
Lyris.com/Email_Advertising

FIND MORE STORIES ABOUT

- [Entrepreneurs](#)
- [Small-business Owners](#)
- [Advertising And Marketing](#)
- [Marketing Your Business](#)

FEATURED ARTICLES

[Agency Pushes Class Into Streets](#)

October 7, 1991

[Magic Treat Big Payroll As Investment](#)

February 12, 1995

[Groupon's spin on savings makes gains](#)

January 24, 2010

[Speak Up Entrepreneurs](#)

You Are The Key To Our Economy. Join The Entrepreneurs' Movement!

www.BuildAStrongerAmerica.com

[Small Business Accounting](#)

Familiar Forms Make Accounting Easy So You Can Save Time. Sign Up Free!

www.QuickBooksOnline.com

Tielis, a former reporter for Women's Wear Daily, W and People, said this applies to everyone. But women business owners in particular are more likely to be willing to tout their companies if they approach public relations from the standpoint of helping others, she said.

When pitching a story about your company, think about what makes it an interesting story for readers, viewers or listeners, Tielis said.

She also recommends that you:

Be polite.

Be tenacious but not a pest.

Have good manners.

Spell and pronounce your contact's name correctly.

Follow up with an e-mail or a phone call.

"When I was a reporter, people hounded you and hounded you and hounded you for a story, and then it was like they were in the witness protection program. You never heard from them again," she said.

Tielis, who provides one-on-one PR coaching for entrepreneurs, has recently put her tips together into a book, *The Girls' Guide to Getting on Top: Positioning Your Business Through Media Placements*. She is writing two other books for women entrepreneurs.

For more information, contact Tielis at 917-325-3963 or gettingontop@yahoo.com.

Marketing on their minds

Marketing is definitely on small-business owners' minds, according to a recent poll by the nonprofit National Small Business Association.

Advertising and marketing strategies topped the list of ways entrepreneurs plan to grow in the coming 12 months, according to the poll released last week.

Fifty-four percent of small-business owners polled said they planned to use advertising and marketing strategies to increase revenue, followed by expanded use of the Internet (35 percent) and hiring new employees (28 percent). The poll also found that most small-business owners -- 65 percent -- expected to increase their net profits within a year.

That optimism fades, however, when small entrepreneurs look beyond their own businesses.

Unease about the economy's future (42 percent), the cost of health insurance (39 percent) and lack of available capital (31 percent) topped small-business concerns.

Ads by Google

[User Identity Management](#)

Secure User Identity & Access over Multiple Platforms. Get White Paper

www.Centrify.com/FreeWhitePaper

1 | 2 | [Next](#)