

THE 80-20 RULE

Or, A Little Wisdom Goes A Long Way

By Ned Steele

Advice about business and life often gets around to one of those “80-20” rules. You know, “put 80% of your energy into ‘X’, and 20% to ‘Y’”. Here’s one for publicity and marketing:



Build no more than 20% of your publicity and marketing activities around yourself.

I know. Sounds crazy. “*What else besides me would I*

showcase in my promotions?” a sane person might ask.

But hear me out. Think of all the advertising and marketing messages you’re barraged with all day. Do you welcome them? Do you feel, right now, like hearing from one more person, one more time, about how great their product or service is?

Well, neither does anyone else. And if the next message your neighbor – or prospect – receives is

yours – and it’s all about how great *you* are, why should anyone (your mother excepted) welcome *that*?

Now you see the problem with building a marketing or PR campaign exclusively around your credentials, or the superb service or product you offer. Sorry to break the news, but most folks just don’t care.

So the question becomes, what do they care about? And what should you build 80% of your PR around?

Here’s my simple to answer. You even knew it all along, because it applies to you too. Most people care most about one thing.

Themselves.

If it didn’t, they wouldn’t pay for it. You help them solve a problem, or enable them to delegate a task they’d rather avoid. You’re using the highly specialized expertise and professional knowledge you’ve acquired.

So that’s what your PR should be all about – 80% of it, at least. Especially your media publicity. Because in the media, *information rules*. It’s the fuel that drives our society’s vast media machine.

Only one thing the media love more than information, and that’s *peoples’ problems*. And didn’t we just say that you’re an expert on solving those, too?

The formula’s simple: talk to your prospects – via the media – about the problems and needs they face. Share

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the information and insights you have on these topics. If you’re a cardiologist, offer tips and information on heart disease with the media. If you’re a matrimonial lawyer, send the media news they can use on the latest in divorce legislation. If you do, the media will quote or interview you on the topic. Instant – and free—publicity for you!

Give the media your articles, press releases, informational pieces about the trends and key developments your prospects and clients face today. Share your knowledge – and generously. Don’t hold back.

seek you out. Eagerly.

The remaining 20% of your PR? Go ahead and write some press releases about the awards you won, about the new office you opened, about your great skills. It can’t hurt. But don’t think for a minute the media will embrace it as big news.

So remember the 80-20 rule. Give the media and your prospects useful information they need, and let them reach their own informed decision that you’re a good resource. I have seen this work for countless professionals and businesses. Share your expertise and wisdom. A little bit of it, you’ll find, goes a long way.



Ned Steele works with professionals and organizations that want to learn how to get more media visibility, and use their publicity to grow their business.

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