



The Path to PR Agency Leadership

10 Tips for PR Success

- 1. Stay on top of changes in the PR industry and those related to your clients.** Take classes, attend webinars, and read traditional and social media. If you lack a technical skill relevant to PR, consider enrolling in professional development courses or acquire a mentor.
- 2. Build your relationships and reputation for the long haul.** PR, more than most careers, require the ability to build and sustain relationships with the media and other influencers, your clients, and your employer. Studies show that maintaining rapport with past and current colleagues is one of the easiest, yet most often overlooked, ways to network. Don't be afraid to share credit and give praise.
- 3. Become a trusted expert.** To your clients, of course, but don't overlook the importance internally. You may not hold a decision-making position currently, but you can demonstrate your leadership by helping team members complete a project with which you have experience or support your supervisor on a new task they've been assigned. Reverse mentoring can be a powerful tool to keep up on technology trends and developments.
- 4. Remain proactive.** Chances are the top executives or agency owners didn't get where they are by resting on their laurels or waiting for someone to notice them. Learn to take calculated risks and sense opportunities for growth and advancement.
- 5. Generate new ideas.** Do what you can to get creative — cleaning your work area or taking a brief walk are possibilities. Brainstorming sessions within your team provides new sources of inspiration and can also help to strengthen your network.
- 6. Be strategic.** It services you and your agency well. There will, of course, be tactics that require execution. But as your career progresses, you acquire the knowledge and skills needed to sign a new PR client and demonstrate that you're keeping your agency's business objectives top of mind.
- 7. Tackle challenging projects or assignments.** They'll help you gain more experience and put the naysayers, or those that think it can't be done, to rest.
- 8. Think like a business person.** Understand the needs and objectives of both your agency and your client. Then manage accordingly.
- 9. Hone your communication skills.** The majority of public relations activities involve written communication. Gain a firm understanding of the basics and then evolve your craft from there. You also don't want to underestimate the importance of strong oral communication skills.
- 10. Become a good negotiator.** Whether it's specifying a deadline, requesting an extension, persuading a media relations pro to interview your client, haggling for a better salary, or convincing the decision-makers to go with a different set of messages — learning to negotiate is an invaluable skill.

BOTTOM LINE:

PR is a growth field, and as a focused professional, you'll be ready to take advantage of new opportunities as they arise. As the saying goes, "Luck is what happens when preparation meets opportunity."

CONTACT US

For a free consultation, or to find out more about Burrelles media relations planning, monitoring and measurement services, please [contact us online](#) or at: [Burrelles.com](https://www.burrelles.com) | [800.631.1160](tel:800.631.1160)