

## Priming The Public Relations Pump

During the first two months of a public relations campaign, you are basically priming the pump. As to the bottom line, expect the first month to be a wash as far as media placement is concerned. During that time, you will be writing your releases, sending out the initial pitches, and basically introducing yourself to the media. Be calm, be patient, and don't panic. As time goes by, you'll start to see results. Media begets media. Once you appear on a talk show or in a magazine, utilize your press to garner yourself more media. This is where the payoff starts.

The first few months of a campaign can be difficult, particularly for a PR novice. It is often the hurry-up-and-wait time of the campaign. But this can be the most important time as well. This is the time for brainstorming, for figuring out which stories will work with which media outlets, to broaden your scope and think outside of the box. Use this time wisely. Study the media. If you're working with a public relations firm, make this the time to give them all of the information and tools that they can utilize to successfully launch the campaign for you.