



nerej

Clients can tell when you love your work

May 23, 2013 - Front Section

Confucius said, "Do something you love and you will never work a day in your life." Many others have used the line and taken credit for thinking of it first. But he lived around 500 BC, so let's give him the credit.

More recently, a writer on Forbes.com wrote that Confucius gave bad career advice: "This is a blatant, hurtful lie that many people fall for. They end up feeling like something is wrong with them, when really something is wrong with the idea they've been sold. When something you love becomes work, it fundamentally-and unavoidably-changes the way in which you interact with it." Spoil sport!

Recently when your favorite PR guy was trying to meet a deadline and be creative simultaneously (like trying to skip across a high wire), it occurred that there aren't many people who truly like what they do. My wife tells me that not everyone jumps out of bed at daybreak and eagerly prepares for another exciting work day.

No matter what business, clients need to believe that you like what you do. Customers receive the best results if they work with someone who's upbeat and enthusiastic. Here are a few of my recent projects to illustrate what I do and why I enjoy my work:

- * Arranged an interview for a client with a prestigious business publication. My news release to that reporter resulted in that interview.
- * Finalized plans for the winner of my Orthodontic client contest to attend a gorilla's dental hygiene exam at the zoo. The contest was my idea. Contest brought in 101 new referrals.
- * Managed publicity for a school's celebration of a Holocaust survivor's 88th birthday. A rewarding experience!
- * Wrote and distributed to 500 publications an article about the NYC Finance Expo held in NY. The organizer wants me to promote his next expo.
- * Wrote a story about Russian immigrants whose travel agent (my client) arranged their son's bar mitzvah in Puerto Rico. Lots of unique twists!
- * Researched and wrote a surveillance company's first brochure. A challenge: first client who wants PR while being "below the radar."
- * Developed PR for an Audiologist marking "May is Better Hearing Month." Helping people to recognize hearing loss symptoms.

One of my favorite PR anecdotes: I suggested to a client, the director of a nursing home, to have a birthday party for residents over age 100, a day before July 4th. There were five women who qualified - the oldest was 105 and played the piano beautifully. The media came - but who could anticipate that at no time were all five centenarians awake? Every photo and video of the group showed at least one woman dozing.

Can you list examples of work projects that you truly enjoyed working on? Feel free to share them with me.

The point: Try to do what you love - and hope it doesn't become work.

Stanley Hurwitz is president/founder of Creative Communications, Stoughton, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540