

## "Keeping your name in print is good business"

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Don't you get at least a little charge out of seeing your company's (or your own) name in print? Even writers, like myself, who regularly receive this visible recognition, never seem to lose that excitement. But for businesspeople, especially those in the real estate and construction field, having your name in print is more than an ego-satisfying exercise—it's good business!

Sometimes we lose sight of the benefits to be derived from the visibility and exposure even a minimum amount of public relations can provide. Here, just in case you've forgotten, is a reminder of why you should make sure your name regularly appears in print.

1) It reinforces who you are and what you do. You may think everyone knows who you are and the type of product or service you offer, and you may even be correct. But chances are there are at least one or two people out there who've never heard of you or aren't sure exactly what you do or where you're located.

2) It lets people know you're active. Knowing you exist and remembering you when your service is required are two entirely different things. Being visible in print reminds people, keeps you "in their face," so to speak. "Out of sight, out of mind," is probably more true in the business world than anywhere else—especially in a challenging economy such as today's.

3) It publicizes a specific project or event. If a tree falls in the middle of the forest and no one is around to hear it, was there really a sound? If you expect people to know what you're up to, you sure as heck better tell them.

4) It enhances your company's image and reputation. This is a natural outgrowth of all positive publicity. People begin to think of your company as a successful, progressive organization because they see your name appear regularly in respected publications.

5) It helps you become an "of course." What's an "of course"? It's when an owner, architect, contractor, developer, etc., is preparing a list of potential candidates to work on a project and he says to himself, "Of course, I have to include XYZ Co." What he's really saying is, "XYZ Co. is a major player, and I'd be foolish not to consider them for any project of this nature."

6) It impresses clients, bankers, investors and other important folks. You may not necessarily be impressed with what you see about yourself and your company in newspapers, magazines and trade journals, but you'd be surprised at the effect it has on others.

7) It gains you "brownie points" with others on your team. Few of us work alone, and our successes usually involve the efforts of other team members, such as architects, engineers, contractors, subs, suppliers, real estate brokers and others. By publicly acknowledging their contributions in print you are not only giving them their just due, but you are building up incalculable goodwill that will come back to you many times over.

8) It recognizes and rewards your employees. Don't forget your own people. The same wisdom you use with respect to team members applies equally, if not more so, to your own employees.

Recognition and reward play a major role in employee satisfaction.

So, next time you think you're too busy to write a press release or follow-up on a media inquiry, remember not only the goose bumps you get when you see your name in print, but more importantly, the sound you hear in the background. It's the cash register ringing.

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