BEYOND HYPE!

Ethical Promotion of Your Professional Service

A workshop for health professionals

Presented by:

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Saturday, May 8, 1993
BEYOND HYPE!
ETHICAL PROMOTION OF
YOUR PROFESSIONAL SERVICE

Saturday, May 8, 1993

0900 Ethical Public Relations: Not an Oxymoron
0930 Assessing Your Own Promotional Needs
1000 Counting Your Assets
1030 Break
1045 Getting Down to Business: Your Plan
1145 Lunch
1315 Promotional Tools, Part 1: Written
1430 Break
1445 Promotional Tools, Part 2: Face-to-Face
1515 Promotional Tools, Part 3: Broadcast
   (Using the Media: You Can Do It)
1600 Start Now!
ASSESSING YOUR NEED FOR PROMOTIONAL OPPORTUNITIES

Before you embark upon a plan that will eat up a fair bit of your time that might be better spent on other activities, assess the extent to which you really need to further promote your professional service.

☐ Are you doing the kind of work that you want to do? (or are you seeing other kinds of patients and doing other things because you cannot seem to get the word out about the kinds you want?)

☐ Are you doing as much work as you would like to do? (Are you making as much money as you would like given the current fees?)

☐ Realistically, how much more work could you do given your current circumstances? Would you be willing to change them if necessary to accommodate a larger client base?

☐ Is your business/service perceived by the public in the way that you would like it to be perceived? Do you even know the answer to this question?

☐ Do you know what kinds of people would be interested in your work?

☐ Do you believe that the public has a right to know about what you have to offer to them? Is it unfair for the public if they are not made aware?
TAKING STOCK OF YOUR ASSETS

Rate what you already have going for yourself so that you will have a starting point for future development.

1. Will you spend any money on your promotional activities?

None a bit more than a bit as much as it takes!

2. Will you spend any of your own time on promotional activities?

None a bit more than a bit as much as it takes!

3. What are your personal promotional skills like?

Approaching people

too shy if I have to feel OK do it all the time

Talking about yourself

too modest only to people I know feel OK can't shut me up!

Writing what people will read

can't write a sentence only letters interested but need help next Ernest Hemmingway!

Speaking in public

tongue-tied can tell a joke if forced shaky but OK Julius Caesar look out!
ASSESSING YOUR PROMOTIONAL GOALS

Here are some goals that you might have for your promotional program. Some are long-term and some short. This is what you do:

Step 1- Decide which of these are appropriate goals for you.

Step 2- Rank them in order of priority but not necessarily chronology.

Step 3- Decide which are short-term and which long-term.

Step 4- Start working on the most important short-term goals that will lead you to reaching your long-term goals.

- To develop a full-time service that provides you with an appropriate income.
- To become a nationally known expert in your field.
- To inform people about the business that you are in.
- To teach people about an issue of importance.
- To persuade people to use your service.
- To maintain your current client base.
- To expand your client base.
- To increase the number of referrals.
- To counteract misconceptions about your field.
- To counteract misconceptions about your own service.
- To recruit employees.
- To improve your own image in your community.
- To improve your organization's image in your community.
- To increase attendance at your programs.
- To raise money.
- To protect yourself from lawsuits.
YOUR PUBLICS

You

...AND YOUR MESSAGES
# Planning Your Promotional Program

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<th>Step #1</th>
<th>1. Set your goals and describe how you will measure their accomplishment.</th>
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<th>Step #2</th>
<th>1. Identify and describe your audiences.</th>
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<th>Step #3</th>
<th>1. Identify the message you would like to convey to each audience.</th>
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<th>Step #4</th>
<th>1. Identify the best methods to convey the messages to the appropriate audiences.</th>
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<th>Step #5</th>
<th>1. Set your audience priorities and work through your plan.</th>
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<th>Step #6</th>
<th>1. Evaluate your progress at regular intervals.</th>
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WHO WE ARE

Phoebe, libitum, gemma 

Siam saepe 

Veni, vidi, vici

WHAT WE DO

Photos,ad

Why you may need us

Design elements carried inside

Serif type→

Serif type→

For body for ease of reading, no smaller than 10 pt.

Simple text organization

Who, what, when, where, how
Suggested Reading


