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name in Dallas, TX, you'll want to know reporters, editors, and bloggers at the Dallas ...

Mar. 07, 2017



A public relations effort is one of the best ways to build your firm's brand as well as to gain thought leadership status for your partners and firm owners. Here's a few steps, tips, and apps that can get your PR launch off to a great start.

### **Develop a Press List**

Once you've decided where you want to gain attention, have an admin research

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Have you been mentioned in articles already? Have you authored articles that have been published? If so, list them on a press page on your website. At the top of this page, be sure to list contact information on how you can be reached for comments.

### **Make News**

Partnerships, new hires and promotions, charity work, and new services are things that can easily be put in a traditional press release and distributed to numerous places. You never know when something as little as a firm mention of a C-level change can trigger a call from a large client for more work.

Use one or more of these cost-effective apps to distribute your news:

- <http://www.prweb.com/>
- <http://www.prnewswire.com/>
- <https://www.newswire.com/>

### **Get Coached**

There is a whole world of rules we don't learn in Accounting 101 about how to be interviewed. For example, a TV interviewer prefers 10-second sound bites and a radio interviewer likes 30-second sound bites. To bring your best game, you may want to consider a media coach.

### **Share Expertise**

When Prince recently died without a will, it was a huge opportunity for estate tax experts to speculate about what would happen. When the latest celebrity is caught owing big taxes to the IRS, it's a perfect chance for a tax expert to make a comment

about what went wrong. Pay attention locally to what's happening so you can offer

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