

# Toolkit

## Public Relations for the Busy Company

Presented by Gretchen Roufs  
Thursday, June 26, 2014 • Accion Texas

### 12 PR Do's and Don'ts

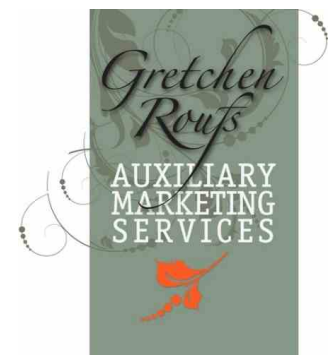
1. Be clear about what it is that you do.
2. Don't bother with dull or flat news.
3. Define the 5 W's, then take action.
4. Read your piece out loud.
5. Have someone else read your piece.
6. Don't contact publications unrelated to you.
7. Focus on your target audience – don't be scattered.
8. Everyone should have business cards.
9. Don't underestimate your personal network.
10. If you're going to use social media, practice first.
11. Make friends with the media.
12. Create a graphic identity and stick with it.

### Info you might like:

1. **Press Release Do's and Don'ts**  
[http://www.prdaily.com/Main/Articles/Press\\_release\\_dos\\_and\\_donts\\_14939.aspx](http://www.prdaily.com/Main/Articles/Press_release_dos_and_donts_14939.aspx)
2. **Infographic: Press Release Do's and Don'ts**  
<http://www.verticalresponse.com/blog/press-releases-dos-donts/>
3. **How to Write a Press Release**  
<http://www.inc.com/guides/2010/09/how-to-write-a-press-release.html>
4. **7 surefire ways to frustrate a journalist**  
<http://www.prdaily.com/Main/Articles/15448.aspx>
5. **Three social media things for your "to do" list**  
[http://www.gretchenroufs.com/files/Three\\_social\\_media\\_things\\_for\\_your\\_to\\_do\\_list\\_-\\_July\\_2013.pdf](http://www.gretchenroufs.com/files/Three_social_media_things_for_your_to_do_list_-_July_2013.pdf)

### Words on the "do not use" list

1. best
2. revolutionary
3. amazing
4. great
5. innovative
6. unique
7. delighted
8. very
9. penetrate
10. solution
11. state-of-the-art
12. cutting-edge
13. proud to announce
14. award-winning
15. world-class
16. \_\_\_\_\_  
(insert your least favorite word here)



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### Sample News Release

#### FOR IMMEDIATE RELEASE

November 14, 2013

#### **Woman-Owned Firm Receives Federal Certification**

*Marketing and public relations business qualifies for set-asides for woman-owned businesses*

San Antonio, Texas – Gretchen Roufs Marketing and Public Relations (d.b.a. Auxiliary Marketing Services) just received the U.S. Small Business Administration (SBA) Women-Owned Small Business Program (WOSB) designation, also referred to as 8(m). This qualifies the company to be eligible for federal contracts that are reserved for WOSBs. This certification is available to small businesses that provide products or services in 83 eligible categories that are substantially underrepresented by women and are at least 51% owned and controlled by one or more women.

“Many government entities and their contractors actively seek to do business with 8(m)-certified businesses. The certification procedures are strict, and I’m glad – and relieved -- we were able to qualify for this certification,” said Gretchen Roufs, company owner. “We provide services in three of the 83 categories that the federal government deems as underrepresented by women-owned businesses.” Roufs has worked in the jan-san industry for over 25 years.

Auxiliary Marketing Services is based in San Antonio, was established in 1999, and provides seasoned marketing communications, public relations, and public involvement services to businesses and agencies by using a combination of classic practices and new techniques. The company specializes in developing and implementing key messages; managing complex, new, and controversial communications and outreach projects; and making complicated topics easy to understand. For more information, call 210-601-4572 or go to [www.GretchenRoufs.com](http://www.GretchenRoufs.com).

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