



CONGRATULATIONS, YOUR STORY IS PUBLISHED! NOW WHAT?

We love learning how our clients share their stories. Below are some of the ways our published content has been shared over the years. And, because we send you the brochure version of your story, you have full distribution and printing rights to your story.

The more you share it, the more you'll get from it!

Social media: You've likely heard that content is king. Your story is valuable content. The mantra to follow here is: share, share, share! Don't be shy about sharing your brochure over and over again. LinkedIn is an important platform for sharing your message. Use hashtags and tag individuals who are involved so they can also share your story.

Website: Your own website is an important place to link or embed this story. Make certain you make the content shareable with obvious links.

Internal Public Relations: Share the story with current and new staff and encourage them to share it too. Help foster a culture of company pride through this story.

The above ideas are some that I have seen work successfully. You will likely have more ideas. Please let me know how you decide to use your brochure!

Email: Company signatures offer a lot of information about the company, and they can also help tell your story. If you include the brochure link in email signatures, everyone who receives an email from your business will have access to your story.

Recruitment: When you're hiring, include the link with every job posting so that prospective recruits can have a good idea of who you are and what you do.

Print: Since you also received the brochure in a printable PDF format, you can print it and distribute at tradeshow, client mail-outs, include it in bidding packages, and place copies in your reception and lunchroom. Salespeople like to leave a copy of the brochure behind after meetings. It's an attractive reminder of who you are.

