

Why Public Relations?

Helping You Build Your M&A Business



Creating a PR program

Why PR?

- It will help build your business
- Enhances your image
- Establishes your expertise
- Low budget, high impact
- Reaches large numbers of people

What is PR?

- Media relations:
News releases, advice columns, commentary on national/local news & issues
- Social / new media
- Sponsorships
- Public speaking
- Community / business org membership

Where do you start?

- Consider and understand your options
- Pick a few, manageable options
- Carry them out in a consistent manner

Media Relations

Do you know what news is?



- New
- Different
- People want to know about
- People should know about
- It's what the editor says it is!

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Media Relations

So how do you get the media's attention?



- Make it newsworthy: Who will care? Why should they care?
- Will their audience be interested?
- Develop a "hook"

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News Releases

- New hires & promotions
- Sales
- New services
- Media alerts
- Key presentations
- Events & activities
- Charitable contributions



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News Releases

- Every release should contain
 - Headline
 - Location
 - Release date
 - Interesting lead line and core info in first paragraph
 - Boiler plate paragraph
 - Media contact info

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News Release Sample

Tropical Gardens I, Inc. sold to Siege Acquisitions, Inc. *Transaction handled by Cornerstone Business Services, Inc.*

(Green Bay, WI) – Cornerstone Business Services, Inc is pleased to announce the sale of Tropical Gardens I, Inc. to Siege Acquisitions, Inc. of Waterford, WI. The acquisition of the Mosinee, Wisconsin-based company from Rick Barnes of Mosinee and Jack Keck of Sorrento, FL is Siege's entry into this market. The transaction was handled by Chris Cumicek of Cornerstone Business Services, Inc. Green Bay office.

Tropical Gardens, started in 1978, is a professional quality/high-end tropical plant wholesaler. The company carries more than 500 varieties of indoor plants ranging from 2.5" terrarium plants to 20-foot trees for interior décor. Their distribution area covers nine state in the Midwest.

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News Release Sample

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Cornerstone Business Services, Inc. is a full service mergers and acquisitions firm selling businesses with values greater than \$1 million in the manufacturing, service, distribution and petroleum industries. Cornerstone's corporate office is located in Green Bay, WI, with regional offices to serve clients throughout the Midwest.

Media Contact:

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News Releases

- Social Media Releases Include traditional information plus some or all of the following:
 - Graphics
 - Photos
 - Video
 - Web links
 - Blog link

How to deliver your release

- Find out if reporter / media outlet prefers fax, e-mail, mail or social media platform
- Call to follow up a few days after distribution
- You will never get a guarantee of coverage
- Don't be discouraged if it isn't used

"Advice" Columns

- Yes, they take time
- GREAT visibility
- GREAT credibility
- GREAT way to establish expertise

"Advice" Columns

- This is to showcase your expertise, don't use it as a commercial
- Develop topic ideas in advance
- Contact publications to offer the columns on a regular basis; provide a sample

"Advice" Columns: Example

Looking Beyond the Economy for Small Business Success

It's a good time for small business despite economic woes

By Ron Hottes – California Association of Business Brokers

You wouldn't think that now is a good time to buy or sell a business. However, even in the midst of a recession the timing might be just right, creating opportunity for small business owners setting their sights on retirement and inspiring entrepreneurs looking to control their future.

Why it's a Great Time to Buy

Baby boomer business owners are retiring. For many boomer business owners it is retirement that is driving them to sell, not the economy. In fact, sellers looking to retire are choosing to sell while their business is showing a profit – showcasing that despite the economy, their business is recession proof.

More sellers are willing to consider seller financing. If you have had difficulty getting a traditional SBA bank loan to buy a business, seller financing could be an option to discuss with your broker. Seller financing differs from a traditional SBA loan because the seller essentially extends credit to the buyer against the purchase price of the business. This allows more flexibility with payment plans, which is good news for the buyer.

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Social / New Media

- Twitter
- Facebook
- LinkedIn
- YouTube
- Blogs
- Etc.....



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Web sites

- Yes, you do need a Web site
- What do you want it to do?
 - sales brochure or more?
 - interactive
 - listings
 - case histories
- How often can you update it?

Sponsorships

- Can be great promotional tool
- Can be great for your business image (or not!)



Sponsorships: Be Choosy!

- Is this reaching my target audience?
- What am I getting for my money? (naming rights / signage, etc.)
- Can I measure the impact?
- Or am I doing it because I simply want to – or a client wants me to be a sponsor?

Public Speaking: Where do you start?

- Determine potential topics
- Do some research
- Determine key business groups and organizations in your area
- Obtain contact names / addresses / phone

Draft a letter

- Non – commercial “pitch”
- Use some of the presentation info as the “hook”

Sample Letter

Dear (name);

Did you know that within the next 10 years, more than 50% of all small and medium sized businesses will be sold? Amazingly, more than 65% of business owners don't know the value of their business! And for those looking to buy a business, it can be overwhelming to try and evaluate a company of interest, not to mention knowing if the price is fair and if you're getting into a good or bad situation.

As a leading (business / civic / community) organization, I would like to offer your group a non-commercial presentation that covers the basic steps in selling or buying a business.

My presentation can be as brief as 15 minutes or as long as 45 minutes, with time for questions and answers. My intent is to help your members better understand the buy / sell process; something many of them may face in the coming years.

I will call you (I will have my assistant call you) within the next few weeks to determine your interest and possibly book a speaking engagement. Thanks for your consideration and feel free to call me if you have any questions.

Sincerely,

Arranging a presentation

- Determine the time you have:
do not exceed it
- Find out if you can bring business cards / brochures and place them on tables
- Arrive early and stay late – network!
- Send a thank you note

Community / business organizations

Determine which groups offer the greatest opportunities to meet potential clients

- Chamber of Commerce
- M&A Source
- Rotary, Optimist, TEC / Vistage, etc...

Choose one or two – and get involved!

Implementing a PR Plan

- It takes time
- It take patience
- But it will pay off!



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