

The Limitless Experience Podcast  
Should I be using PR in my business  
Transcript

Suzy

To be associated with household brands and names that your dreamboat client loves and trusts and finds credible, that has a halo effect on your brand.

Welcome to the limitless life experience podcast with me, your host, Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach and believer in miracles. My superpower is helping female entrepreneurs, like you, create six figure breakthroughs in your business fast so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the limitless life experience podcast.

Suzy ([01:08](#))

Hello hello hello, you gorgeous human being. It is Suzy Ashworth here, and you are listening to the limitless life experience podcast. And I wanted to dive in today with a client question all about the benefits of PR. One of my private clients was messaging me asking, you know, "is this something that you think that I should continue investing in? I'm really not sure about the return on investment." And I thought it was such a great question that really once you are past six figures, it is something that will come up in your energy field and you get to ask yourself, does it feel good for me or not? Now I have experimented with PR on and off really, I think from as early as my first year. And what is interesting about it is that I have worked with a number of different agencies and I have seen varying degrees of success.

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And I honestly think that the "problem" with PR is that measurement piece. We want to say, oh I was in Vogue and I got a hundred people on my email list or I was on this and I got that. And when you are very strategic and you get an article or a feature, which enables you to have a sign up mechanism, oh my goodness, that is like gold dust, go for it. But outside of that, PR isn't really like that and so is it worth it? And this is what I said to my client. I love working with the agency that I work with right now. So they're doing PR I think that they're great. And they have got me in, way more coverage than any other PR agency that I have worked with. And when it comes to return on investment, can I measure it in the same way as I can of a Facebook ad?

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No, I can't, but is it worth it for me? Yes, it is absolutely worth it. Why? Because it adds another touch point to your visibility strategy and in a world where it's just getting increasingly more and more competitive in online coaching work to be associated with household brands and names that your dreamboat client loves and

trusts and finds credible, that has a halo effect on your brand. And so while someone might not see an article where you've been quoted or featured and say, 'I have to work with her', what they might do is see you on Instagram and go, oh, that's an interesting post, I'm just going to hop over to her website, go into her website, see the logos of X, Y, and Z, other brands that have endorsed you. And that endorsement comes by you being featured on their pages or on their podcasts.

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Hmm. That's interesting. They think that she's good. That's a good sign. Oh, I'm just going to check her out on Facebook. Have a look on Facebook, have a look on the newsfeed. Okay. She's got some interesting things to say here. I'm going to go over to her group. Then I'm going to go over to a group. Oh. And now I'm going to see her going live on Stylist's Instagram account. Mmm. Okay. This person is everywhere and she is not only everywhere, but she's in brands that I know and respect. So the next time I go into launch that additional presence where it's not me selling anything, it's not me promoting myself, it's me giving value. It's sharing information. That additional presence is a touch point that matters. And arguably, and I don't know this for sure, but I'm sure if you spoke to a PR agency, they would give you a number of the impact that being endorsed within editorial has for your brand versus an advert in the same newspaper or the same magazine is infinitely more credible and valuable than your paid advertising.

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So there's a whole conversation around targeting. And if Facebook can target your dreamboat client, then obviously that is extremely valuable, but I'm kind of talking about it more in broad strokes. I've got my magazine head on here. So that editorial piece in Vogue is more valuable than the full page advert that's next to the text, for example.

So, as I said, PR is something that I have done in my business on and off since year one. I know some amazing people who teach DIY PR, Jessica Huie with the purpose academy is one of those people. So if you have the time and/or the inclination, or if you're wondering about whether it's something that you should continue with, I hope that this episode has been helpful. And if you are toying around with whether you think it would be worth it for your brand, again, I hope that it has helped you either confirm or deny that it is or isn't for you right now or not. And if this has been useful, I would love for you to hit me up on the gram and just tell me what your biggest takeaway was from it. Thank you so much. And I will see you in the next episode. Please remember that faith plus action equals miracles.