

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact

26th October 2016

Da Vinci Public Relations
PR to Grow Your Business

LATEST NEWS

Book written by Da Vinci Public Relations principal to be made into a movie

Da Vinci Public Relations forms association with 9McBrides

Da Vinci Public Relations principal publishes new book

Da Vinci Principal publishes new book

Welcome to Da Vinci Public Relations – a full-service public relations consultancy representing clients in a wide range of industry sectors.

We are a thoughtful, intelligent, passionate, professional team that prides itself on its ability to create campaigns that really do get significant amounts of print and broadcast media coverage for our clients.

Our clients are frequently impressed by the sheer volume and quality of coverage we create for them – and the business opportunities this exposure creates. We are dedicated to fostering long-term relationships with our clients, with campaigns frequently growing in size over the years as our clients, reputation and success increases.

To download our brochure click [here](#).

Home

About Us ▶

Services

Clients ▶

Articles ▶

News

Public Relations for... ▶

The Internet

Contact



About Da Vinci Public Relations

Choosing a public relations consultancy is an important strategic business decision that is likely to have a major impact on your commercial success, possibly for years to come. As with all types of players in all professions, the effort a PR consultancy will make on your behalf, and the value for money it will offer you, tend to vary from one consultancy to another.

Ultimately, you should also bear in mind personal factors: how well you think you'll be able to work with the people who will be running your account. The ideal, and most successful relationship, will be a collaborative partnership where you see your PR consultancy as working *with* you, rather than for you.

We at Da Vinci Public Relations believe that we are the best public relations consultancy you can possibly choose if the following apply to you:

- You have a limited budget for PR and need to extract every penny of value from it.
- You have plans for rapid expansion in your key markets and are eager to put those plans into action.
- You are under considerable time pressure and need a powerful, effective PR campaign that achieves results while taking up a minimum of your time and energy.
- You do not have the resources to deploy a major in-house public relations resource of your own.
- You want to work with a consultancy that is sincere, hands-on and achieves results completely aligned to your business plans and strategy.
- You are prepared to accept that public relations is an area on which you may need some guidance if you are to reap the full benefit of what PR can do for you.

The following pages will take you through the kind of consultancy we are and what it's like to work with us.

- [Why choose Da Vinci?](#)
- [Who we are](#)
- [The Team](#)
- [A typical PR campaign - 'The Da Vinci Experience'](#)
- [Public Relations FAQ](#)

[Top](#)



Designed & Hosted by [Canterbury Web Services Limited](#) copyright © 2002-2015

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Services

Da Vinci offers a complete range of public relations services. We are expert at conceiving original, innovative and creative public relations initiatives tailored to individual clients' needs.

Examples of services we provide include the following.

Media Exposure

- Ghost-writing of all kinds of written material, such as full-length articles attributed to our clients and placed in high profile media such as quality national newspapers (eg. Financial Times) and high profile business and industry journals.
- Arranging interviews for clients with leading television and radio programmes
- Introducing clients to leading newspaper and magazine editors on a one-to-one basis
- Placing clients as industry experts and spokespersons on their areas of expertise. Clients are then contacted by journalists to provide sound bite quotes for articles.
- Researching, writing and placing case studies

Internal and External Corporate Communication

- Business writing of all kinds including the research and writing of brochures, newsletters and journals for internal and external distribution
- Creating speaking opportunities at seminars and conferences
- Speech-writing
- Conceiving and writing corporate newsletters
- Website text drafting
- Writing any other internal or external corporate communications

Assisting with Clients' Business Development

- Preparation of business-winning presentations and tender documents
- Business development services including research of new business leads and writing letters suitable for direct mail campaigns
- Creating competitions and other sales promotion activities for clients

Publishing

- Writing proposals for books
- Negotiating book deals with publishers
- Ghost-writing books

[Top](#)



Designed & Hosted by [Canterbury Web Services Limited](#) copyright © 2002-2015

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Clients

Ultimately, you need to judge a consultancy by its client relationships. After all, without clients, a consultancy does not really exist at all.

We at Da Vinci Public Relations are proud to work with clients who continually test our mettle. We positively welcome clients who are initially sceptical about public relations and what it can achieve for them. Many of the clients we work with now or have worked with in the past have come to us after having had negative experiences with PR consultancies in the past. We are happy to take on the responsibility of changing their minds about PR by showing them that at heart the service we provide is sensible, logical, creative, systematic, results-oriented, truthful and very competitively priced.

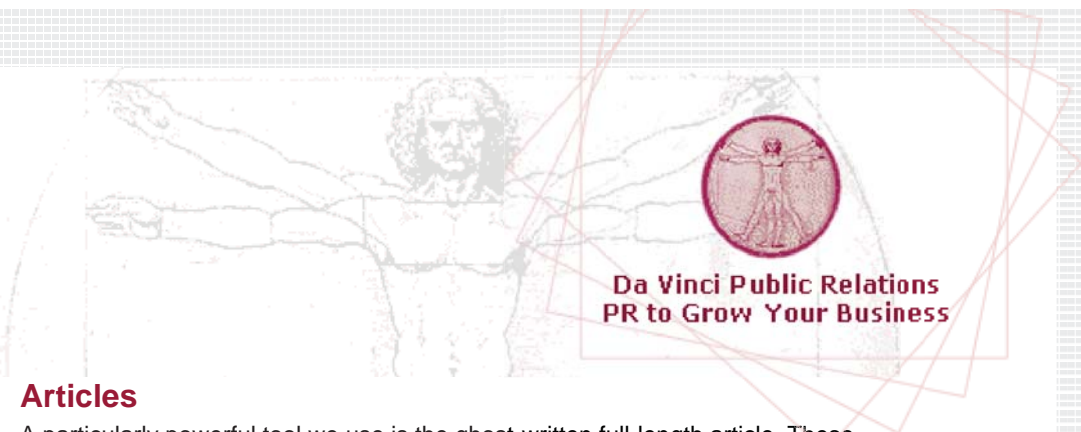
- [Clients - Past and Present](#)
- [What our clients have said about us](#)

[Top](#)



Designed & Hosted by [Canterbury Web Services Limited](#) copyright © 2002-2015

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Articles

A particularly powerful tool we use is the ghost-written full-length article. These articles can convey a great deal of information about an organisation's expertise, and position you as an expert in solving the problems faced by your customers. They offer a truly valuable platform for making your views and experience distinctive and widely-known.

In today's world of electronic communications, the printed word is more important than ever. After all, doesn't a 'hard copy' of a document always feel somehow more serious and momentous than a soft copy? As for readers, they still love the printed word, and indeed in a world where an increasing amount of communication takes place electronically, physical copies of magazines and newspapers carry a particular emphasis and authority.

Lord Heseltine, formerly the MP Michael Heseltine, is founder of Haymarket Publishing. In a feature article in The Daily Telegraph of October 25 2007 he was dismissive of commentators who say that print will soon be overwhelmed by the web.

'Wireless didn't destroy the printed word,' he said. 'Television didn't destroy the printed word. I don't think the worldwide web will either.'

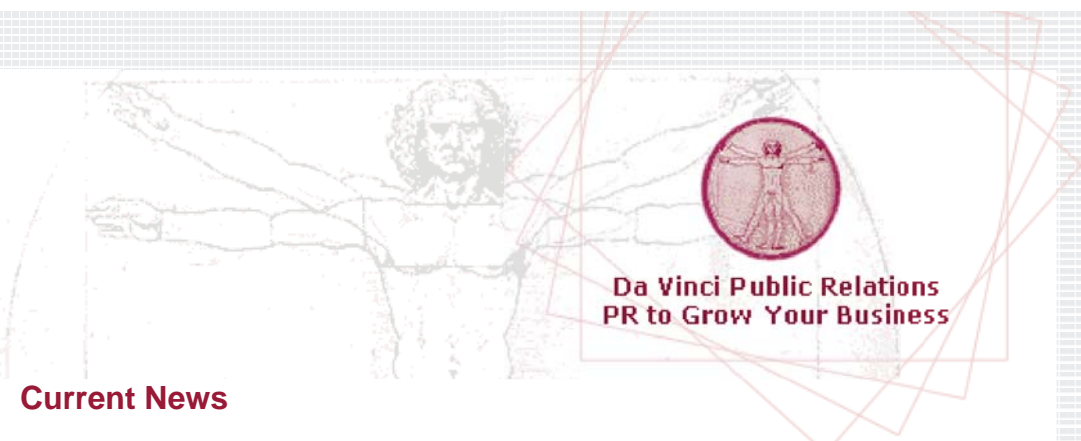
Da Vinci's own articles section gives examples of the types of articles we publish under our own names.

[Top](#)



Designed & Hosted by [Canterbury Web Services Limited](#) copyright © 2002-2015

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Current News

Current News

October 2015

2014

2013

Book written by Da Vinci Public Relations principal to be made into a movie

An option on the movie rights for a new biography of Lord Byron's daughter Ada Lovelace - written by Da Vinci Public Relations principal James Essinger and published in the UK in 2013 (originally under the title *A Female Genius*) and published in the US in 2014 under the title *Ada's Algorithm* - have been sold to a Hollywood production company, which has simultaneously bought the movie rights to another biography of Ada, *The Bride of Science* by Ben Woolley.

Ada Lovelace is famous for her pioneering thinking on the computer stemming from her friendship and professional involvement with computer pioneer Charles Babbage. In addition to his work with Da Vinci Public Relations, James is also a writer of both non-fiction and fiction.

9 October 2015

Da Vinci Public Relations forms association with 9McBrides

Da Vinci Public Relations principal James Essinger and Jacqueline McBride, who heads editorial services agency 9McBrides, have formed an association to work together on certain selected editorial projects including public relations campaigns run by Da Vinci and book-writing assignments.

James and Jacqueline have already collaborated successfully on the ghost-writing and editing of a full-length inspirational memoir for a client in the US. The book is close to being finalised and will shortly be offered to publishers in the United States. James comments: 'I have the highest opinion of Jacqueline's writing talents and editorial acumen. I am very confident that this new association will allow Da Vinci Public Relations to offer an even higher standard of service to its clients.'

James holds an MA (Hons) from Oxford University in English Language and Literature and Jacqueline has a BA (Hons) in Religious Studies and also a PGCE.

5 August 2014

Da Vinci Public Relations principal publishes new book

Da Vinci Public Relations principal James Essinger's new book, 'A Female Genius', is about the remarkable lady computer pioneer Ada Lovelace.

7 November 2013

Da Vinci Principal publishes new book

On October 29 2013, Da Vinci Public Relations principal James Essinger published a new book, a biography of Victorian computer pioneer Ada Lovelace. The book is called 'A Female Genius: how Ada Lovelace, Lord Byron's daughter, started the computer age'. It is available on amazon.co.uk and on amazon.com

James and his team offer a thoughtful, incisive, public relations service geared especially to organisations that want to promote services that embody a great deal of thought content. Da Vinci Public Relations also offers a very high calibre of writing skills. For more information about what Da Vinci Public Relations could do to make your organisation even more successful, please contact James on 01227 472874.

<http://www.amazon.co.uk/Female-Genius-Lovelace-Daughter-Computer/dp/1908096667>

7 November 2013

[Top](#)

[Home](#)

[About Us](#) ▶

[Services](#)

[Clients](#) ▶

[Articles](#) ▶

[News](#)

[Public Relations for...](#) ▶

[The Internet](#)

[Contact](#)



Public Relations for your particular market

PR involves communicating a message to one or more of the different 'publics' - that is, target audiences - an organisation wishes to influence in a positive way. All our services are designed to generate new business opportunities for our clients and additional levels of goodwill from their existing customers.

To find out more about PR in your particular industry, please click on the relevant link below.

- [Business-to-Business PR](#)
- [Consumer PR](#)
- [Financial Services PR](#)
- [Food and Drink PR](#)
- [Information Technology PR](#)
- [Technology PR](#)
- [Private Equity PR](#)
- [Professional Associations PR](#)
- [Professional Services PR](#)
- [Travel PR](#)
- [Direct Marketing](#)
- [Marketing Strategy](#)

[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Da Vinci Public Relations and the internet

In a feature article in *The Daily Telegraph* on October 25 2007, Lord Heseltine, founder of leading magazine publisher Haymarket Publishing, was dismissive of commentators who say that print would soon be overwhelmed by the web. As Lord Heseltine said:

"Wireless didn't destroy the printed word. Television didn't destroy the printed word. I don't think the worldwide web will either."

We at Da Vinci Public Relations agree with what Lord Heseltine says here. There is no indication that the worldwide web has destroyed the printed word. Indeed the opposite is the case: newspapers, magazines, journals and books are as important as ever. Perhaps this is because, as physical creatures, we like the feel of hard copy media: crisp newspapers, glossy magazines, new books. At this physical level, information delivered via the screen of a desktop or laptop computer or via the screen of a mobile phone or other personal digital assistant (PDA) simply can't, by definition, compete. And you don't lose all the information on hard copy media if your battery goes flat.

Da Vinci's belief, however, is that print media and the internet *complement* each other. As Da Vinci principal James Essinger says:

To say that print media and the internet compete with each other is like saying that love competes with marriage. The truth is that print media and the internet are really on opposite sides of the same coin, and this is a useful metaphor, because winning positive editorial coverage in either of them is likely to go hand-in-hand with extra revenue and profitability for you.

James adds:

The attitude we take at Da Vinci is that we focus initially on winning coverage for our clients in hard copy print media. The logic of doing this is that, in fact, most hard copy print media have electronic versions that are likely to run the coverage and may in fact keep it on a website indefinitely. Sometimes we find that electronic coverage appears before the hard copy print coverage does, and generally when the hard copy print coverage does appear, there will be a link to the internet coverage.

Another vital point to bear in mind is that there are, of course, many websites that run articles and other editorial, and the individually tailored media list we prepare for clients will tend to include the most significant websites relevant to the client's business. On top of this, we find that when clients' editorial material does appear on the internet, it is often picked up and used by numerous other relevant websites. This amounts to additional, gratis coverage for the client. And of course, the internet being what it is, coverage that appears on it will essentially be there forever. All the more reason to ensure that your editorial coverage is the best you can possibly make it. All the more reason to use Da Vinci to help you generate it!

[Top](#)



- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Contact Us

Enquiries are welcomed by whatever means that suits you best, and are dealt with by return. Journalists, [click here](#) for more information.

By post:
Da Vinci Public Relations
43 Nunnery Fields
Canterbury
Kent, CT1 3JT

Phone: +44 (0) 1227 472874

Or simply complete the enquiry form below...

Your name:

Please supply your name

Your email address:


Email or phone required

Your phone number:

Email or phone required

Your message:

Enter the code from the image:

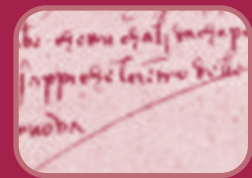
Code? 

SEND

[Top](#)



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Public Relations with a history of success



Da Vinci Public Relations

creative strategies to grow your business

www.davincipr.com

Abstract geometric lines in the top left corner, consisting of several overlapping, tilted rectangles and triangles, creating a dynamic, layered effect.

‘One decent editorial counts for a thousand advertisements.’

**James Dyson, inventor and manufacturer,
in a conversation with Da Vinci Public Relations**

Public relations: the right tool for growing your business

Where do you want to take your business? Perhaps you're the boss. Perhaps you're the boss's boss. Perhaps you are intimately involved with making your organisation's sales and marketing activities successful. You've been told – or you've told yourself... your business has to grow. And yes, it *can* grow. There are dozens, hundreds, even thousands of customers out there. Every one of them has the potential to be *your* customer.

The question is: how best to reach them?

We are Da Vinci Public Relations. Our business is to connect your business with your target audiences. We create a marketing mix that provides you with a comprehensive marketing communications resource, ensuring your messages reach the right people in the right places, all the time.

We use proven marketing and public relations tools – such as media relations, direct mail, sales promotion, brochures and newsletters, special events, surveys, original market research and a range of other important mechanisms to create the precise combination of resources that best fits your needs. Our aim? To put your message in front of the people who are most interested in what you offer.

Above all, we help you understand **where your business is now**. We also help you decide **where you want to take it**.

Armed with this information, we work with you to provide practical, strategic answers to the most important question of all:

How will you get there?



How does **PR** work?

PR involves communicating a message to one or more of the different ‘publics’ (that is, target audiences) your business wishes to influence in a positive way. These audiences typically consist of your organisation’s existing or potential customers. It may also be in your company’s interests to communicate a message to other different publics. These may range from shareholders to all types of officials, regulators, consultants and other advisers, or any other key influential decision-makers.

Is public relations the same as media relations?

Not in our view. We act on the principle that media relations – winning coverage in the “editorial” section of the media – is only one element of public relations. We believe that the discipline of public relations should involve *any* type of communications activity directed at conveying a promotional or sales message of any kind to an organisation’s relevant publics. It is essential to remember that the notion of a ‘public’ does not by any means necessarily refer to the ‘general public’. A public is *any* group, sector or other identifiable collection of people or businesses that an organisation wishes to influence.

“Applix is a global provider of Internet-based Customer Relationship Management, Customer Analytics and Business Planning Solutions for Global-2000 customers. Although having been established in 1983 and with thirty-two of the Fortune 50 plus more than half of the Fortune 500 as customers, Applix as a company was virtually unknown in the IT industry. Introducing Da Vinci Public Relations into the equation in spring 2000 has seen a complete turnaround of this situation with articles appearing verbatim in the FT and in several other leading industry publications. The awareness created has led to various speaking opportunities and has established Applix as a provider of intelligent, objective thoughtpiece articles as well as first-class business solutions.”

MARION HAWKINS, MARKETING MANAGER, APPLIX UK

Planning for success

The essence of any successful promotional campaign lies in aligning your marketing communications resource to your commercial strategy.

We don't start working for organisations until we know exactly what they want to achieve at a commercial, strategic level. We explore this in detail, looking not only at your current commercial targets, but also at objectives that are likely to become important over the next twelve months.

In particular, we pay especially careful attention to your sales and revenue targets.

Equipped with this comprehensive picture of your current position, your commercial objectives and the various resources available to you, we develop:

creative strategies to grow your business

Again and again, we come up with ideas that hadn't occurred to our clients, often because clients may be too close to their own activities to view every opportunity with the clarity needed when a major commercial strategy is being planned. Above all, we are public relations *consultants*, responsible for advising our clients about every aspect of their public relations needs in order that their strategic objectives can be advanced.

“Da Vinci Public Relations has won us extensive coverage in a wide variety of key professional media and newspapers, including important coverage in the *Financial Times*. We regard your activities as a key element in our ongoing marketing campaign.”

MICHAEL DOUGLAS, MANAGING PARTNER, THE QUO GROUP



Our solutions

The promotional solutions we implement on behalf of our clients all have one thing in common: they are efficient and effective because they respond to the *individual* client's strategic objectives. Every campaign is tailor-made to a client's particular requirements.

You may want to influence the general public, or perhaps you are more interested in projecting a message to a specific industry or profession. Or maybe you have a small number of target organisations or key decision makers to whom you want to communicate a complex and important message.

Each target audience will typically require a totally different approach. This is why the initial planning of a campaign is of such critical importance. The client receives the most efficient and effective solutions for its own particular needs.

What kind of solutions do we implement on behalf of clients? The diagram on the next page shows how your strategy lies at the 'core' of the entire process.

In the diagram, the different elements of the Da Vinci service are shown as being intimately linked to the client's strategy. Some projects may require every element to be implemented, other projects will require fewer elements. As always, the client's strategic requirements are what determine the nature of the complete solution we offer.

"As a direct result of the services provided by Da Vinci PR we have witnessed a dramatic increase in our corporate profile, achieving exposure in the national press, broadcast media and trade press. We have been deeply impressed by the ability of Da Vinci not only to work with our specialised industry experts to craft suitable material for publication but also in their ability to place that material in high-profile positions within the media. This success has led us to increase the involvement of Da Vinci in our business and to seek ways in which to exploit their talents in, for example, production of case histories through direct liaison with our clients."

ALAN WOODWARD, DIRECTOR, CHARTERIS PLC

Strategic Communications

- Developing a strategic promotional plan
- Defining target audiences
- Building blocks of activity
- Scheduling projects
- Monitoring success

Marketing

- Advertising, telemarketing, direct mail, consumer awareness, promotional partners/alliances

Media Relations

- Editorial coverage
- Client profiles
- Journalist lunches and seminars
- Ghost written articles
- Arranging meetings, lunches and other events with journalists

Market Research

- Strategy
- Surveys

Your strategy

Sales Promotion

- B2C/B2B awareness
- Competitions/offers
- Off the page/lo-rate/free call

Events

- Launches
- Conferences & exhibitions
- Sponsorship

Publishing & Copywriting

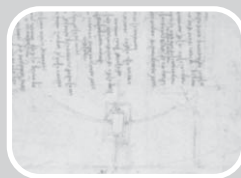
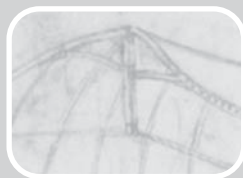
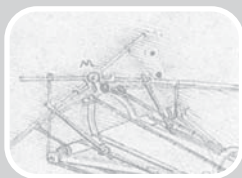
- Speeches
- Brochures & newsletters
- Presentations

Web

- Copywriting
- Marketing orientation
- Site architecture

"Da Vinci's PR service is a truly professional one that is pro-active when it needs to be, devoted, highly responsive and backed by a superb quality of writing and research."

MIKE MEYRICK, DIRECTOR, MBA INTERNATIONAL



What do we **deliver**?

Da Vinci delivers results in all key industrial and commercial sectors. We have particular expertise in:

- **business-to-business**
- **business-to-consumer**
- **all kinds of professional services**
- **banking and financial services**
- **pharmaceutical industry**
- **human resources sector**
- **information technology**
- **consulting services**
- **food and drink**
- **the travel, leisure and holiday industry**

Tap into our skills and expertise for *tangible and quantifiable* promotions advice and support. Use us to help you plan, use us to help you deliver. Learn more about truly flexible marketing communications activity by talking to us about your commercial needs. We undertake all the following activities:

Write your marketing and PR strategy

This takes the form of a document which you can use as you wish. Naturally Da Vinci PR will be pleased to work with you and implement your plan if you wish us to do so. In almost every case, this is what our clients want us to do.

Review an existing promotional plan

We'll suggest how it can work harder for you and deliver better value.

Develop internal/external communications campaigns

Activity designed to reach specific audiences – existing/potential customers, current/potential staff, suppliers, business alliances, business support agencies, government.

Plan and implement ad hoc promotional projects

Media relations, sales promotions, direct mail, telemarketing.

Arrange and support special events

New product/service launches, receptions, educational visits.

Create your promotional literature

Copywriting and design for brochures and newsletters; website content development.

Provide market research

Research strategy, surveys, using results to generate media coverage.

“You advised both the IDOM Group and subsequently Deloitte & Touche Central Europe over the formulation of a PR strategy and its subsequent implementation. You helped to promote the name, products and services of our consulting activities both in Western Europe and throughout the Central European region. You have always been thorough in your research and follow-up activity, ensuring that the messages reach the target audience in a clear and focused manner. You were able to build an excellent understanding of the professional services activities of Deloitte & Touche Central Europe and the many facets of our geography, which comprise fifteen independent nations at very different stages of economic and social development.”

ALEX DEMBITZ, CHAIRMAN, DELOITTE & TOUCHE CENTRAL EUROPE

Media Relations

Media relations is the winning of editorial coverage in print and broadcast media that is of critical importance for your strategic development. Da Vinci Public Relations regards media relations *as only one part* of the overall discipline of public relations.

However, it is a particularly important part.

The following questions and answers explain the approaches we take to running media relations campaigns on behalf of our clients.

What do we mean by ‘editorial coverage’?

Editorial coverage is column inches or airtime in those sections of the print media (or those parts of broadcast programmes) put together by editors and journalists. Hence the term ‘editorial’, which should not be confused with those opinion pieces published in newspapers where the editor voices his or her own views on crucial issues.

Editorial coverage is extremely important to organisations for the following reasons.

- It has **maximum credibility** – the reader or audience knows that the coverage has been put together by professional editors or journalists and that it has not been paid for.
- The coverage **can convey a large amount of information** – a big problem with advertisements of any kind is that there is a strict limit on the amount of information they can convey. This is not true for editorial coverage, which can use all the words it needs to get its message across.
- Editorial coverage **is more cost-effective than advertising**. This is because it is not purchased. The only cost associated with editorial coverage is time devoted to generating the material, sending it to the journal and following up the submission.



What kind of submissions do we make to media on your behalf?

The simple answer is that we make submissions we believe media will want to use! This generally means that the submission contains either a high news value, focuses on an important topical issue, or is interesting for some other reason.

An important part of our consulting activities is advising clients on the nature of the submissions we should be making to media on their behalf.

Submissions typically take the form of any of the following:

- **news releases**
- **ghost-written articles**
- **content for features planned by journals**
- **personal contact with journalists**
eg. at seminars and meetings
- **major research sent to editors on behalf of clients**
eg. special surveys, industry reports, white papers
- **profiles of key people at client organisations and of client activities**
- **inviting journalists to interview key people at client organisations for press features or for broadcast soundbite opportunities**

“Our first year of working with Da Vinci PR has included creating media briefings, press releases, feature articles, case studies and newsletters. The consultancy has proved to be responsive, imaginative and industrious. They were instrumental in assisting us to carry out a very successful survey of pension fund trustees. Da Vinci PR has gained a rapid understanding of our software and our niche market, and successfully utilised this understanding in positive and voluminous coverage within the media. They are proactive in developing newsworthy stories, and above all know what will and what will not make the pensions news. Da Vinci PR plays a critical role in our marketing efforts and we have gained maximum returns on our campaign budget – definitely worth the investment.”

ROGER FORDER, CHIEF EXECUTIVE, EURAPLAN

Do we write the submissions ourselves?

Yes, the quality of our writing on behalf of clients is an essential element of our professional activities. We believe we are exceptionally flexible in our ability to tailor submissions not only to the precise nature of the media to which they are being targeted, but also according to the precise needs of the clients themselves. We are very much ‘marriage brokers’ between our clients’ commercial objectives and the needs of the media we advise them to target.

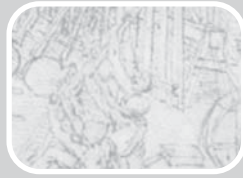
Do we pay media to use our clients’ PR material?

Definitely not. Our entire professional activities are based around the premise that good editorial submissions to media will be used by media because of their inherent quality, newsworthiness, topicality and relevance. We generally steer clear of so-called ‘advertorial’ deals (ie. combined editorial and advertising) precisely because they tend to negate the fundamental benefits of PR. They do not carry the requisite level of credibility, and of course they need to be paid for.

Isn’t there excessive competition to get PR material published or broadcast?

Perhaps surprisingly, there is often less competition than might be imagined. Too many in-house PR departments or consultancies send material to editors and journalists that is badly written, inappropriate for the media being targeted, insufficiently topical or too self-promotional.

Editors and journalists rarely accept blatantly self-promotional material. It would quite clearly lower the quality of their editorial content. This in turn would damage the crucially important relationship the media has with its readers or audience. Da Vinci sees its task as to generate and submit material to media that actually increases the quality of the editorial content of the targeted media. In other words, we need to be as good as the editors and journalists themselves, ideally, even better.



Why use a PR consultancy?

In principle, there is no reason why an organisation should not undertake its own marketing communications. However, it is essential to bear in mind that marketing and PR is a profession requiring specialised professional skills. Usually it is only very large organisations that can readily afford to operate a quality in-house PR department staffed by experienced and committed expert PR executives. Running such a department can easily cost £100,000 annually.

Most organisations do not have that kind of budget available for PR resources. For them, engaging a stand-alone PR consultancy can be an extremely attractive alternative. The consultancy bears all the costs of running the PR resource and charges out its time at a daily rate or on a project basis. The consultancy will have a powerful built-in motivation to succeed on the client's behalf.

After all, if the consultancy does *not* show a profound understanding of the client's strategic requirements and is not able to translate these into concerted and effective marketing activity, it can hardly expect to be engaged again in the future.

Furthermore, a marketing and PR consultancy should be able to provide an objective, impartial perspective on a key commercial issue or strategic challenge. That may be difficult for the organisation to solve by itself due to it very likely being too close to the issue. Furthermore, marketing communications consultancies can provide additional writing and media liaison resources during particularly busy times. For this reason, many in-house marketing or PR departments of large organisations make frequent use of external consultancies for specific projects.

Da Vinci Public Relations works to become a client's marketing communications partner, rather than just a supplier.

“Da Vinci PR delivers. They always find a way to get it done.”

JEFF DUROCHER, DIRECTOR OF MARKET DEVELOPMENT, RHR INTERNATIONAL

“We contacted you with some trepidation, as our previous experience with public relations consultants had been disastrous. But you proved to be as good as your word. You delivered what you promised and continue to do so. In an industry as potentially imprecise as PR, it’s often difficult to achieve the results clients want. That, however, is precisely what you’ve given us.”

JOHN RIVANS, MARKETING DIRECTOR, TOTAL SYSTEMS PLC

What should you look for in a PR consultancy?

Ideally, the partner you choose should be able to offer you:

- a real interest in learning about and understanding your strategic objectives
- a track record of helping clients meet their marketing goals
- executives with specialised experience in your particular sector
- excellent writing skills
- expertise in media research
- a willingness to be completely transparent about charges. We charge a daily rate and agree with a client in advance how many days we devote to their business
- the right kind of feedback to you. This is customised to your own reporting requirements and details the work we have undertaken for you and its results

Da Vinci delivers each of these service elements. Ask our clients.

“Having your organisation writing for us has been like having a full-time copywriter as a member of the team, enabling us to achieve consistency in our marketing material. You have provided a true value-for-money service.”

CHARLES L. GAY, MANAGING DIRECTOR, SHREEVEPORT

“Your hard work has given us an exposure in a variety of consumer and travel trade media which we would not have otherwise received and has provided a most useful basis for future promotional activity.”

CHRISTINE HENNESSEY, SALES AND MARKETING MANAGER, ROYAL OLYMPIC CRUISES

About **Da Vinci Public Relations**

With a head office in Canterbury, Kent, and an office in London, we are a full-service public relations consultancy which helps organisations meet their strategic objectives and grow their business.

Our locations allow us to offer a first-class service to clients in London, the rest of the UK and Continental Europe. We also handle projects for clients in North America, Australia, Asia and Africa.

Our clients, past and present, include the following organisations

- Abbey National
- ACI
- Act Financial Systems
- AIT
- American Express Bank
- Applix (UK)
- Barclays Bank
- Business One Irwin
- Canterbury Web Services
- Cantor Fitzgerald
- CEDAR International
- Charteris plc
- Company Watch
- Continental Cycle Drive
- Cranfield School of Management
- CWCS
- Datamonitor
- Deloitte & Touche Central Europe
- Domain Dynamics
- Dow Jones Telerate
- Dubin & Swieca
- Easy I
- Elsevier Advanced Science Publications
- Equity International
- Erwin Brecher
- Euraplan
- Euromoney
- European Fund Manager
- Fiserv
- Ford Finland
- Fraser Green
- FT Management
- FT Management Reports
- Futures & Options World
- FX&MM
- Garrick Media
- Global Asset Management
- Global Custodian
- Go Native
- Goodwill Communications
- Halpern & Woolf
- Hermes Softlab
- Hewlett-Packard Company
- IBC
- ICIT
- IDOM Ltd
- Integriion
- Intelligis
- International Thomson Publishing
- James Capel Private Banking
- Labatec Pharma, Switzerland
- Little, Brown
- Longman
- Market Link Publishing
- MBA International
- MCA Communicates
- Midland Bank
- Ministry of Finance (Poland)
- NatWest Markets
- Neville Pundole Gallery
- Nexus Payment Systems
- Nine to Five
- Nyman Linden & Co.
- Pearson Education
- Pendragon
- Pitman Publishing
- Professional Liability Services
- Quotron
- Reeves & Neylan
- Reuters
- RHR International
- Royal Bank of Canada
- Royal Olympic Cruises
- Simon & Schuster
- Small Landlords Association
- Speedware
- Standard Chartered
- StatPro
- Strategic Asset Management Systems (SAMS)
- Sungard Asset Management
- Swallow Information Systems
- The Daily Telegraph
- The Economist Group
- The Garrick Corporation
- The IDOM Group
- Total Systems plc.
- Unisys
- VISA
- VistaSource
- Wafabank (Morocco)
- Whitehall Leisure

Da Vinci Public Relations is a highly effective and cost-efficient PR consultancy that can play a major role in helping your organisation meet its strategic objectives. Our team of experienced consultants operates a wide range of focused techniques that can be precisely tailored to your organisation's business development needs.

If you would like to find out more about how PR can improve your organisation's performance and profitability, please contact us for a no-obligation discussion:

James Essinger, Principal
Tel: +44 (0)1227 472 874
jamesessinger@davincipr.com

Please view our website www.davincipr.com
for information about Da Vinci Public Relations,
our consultants' biographical details and specialisations.

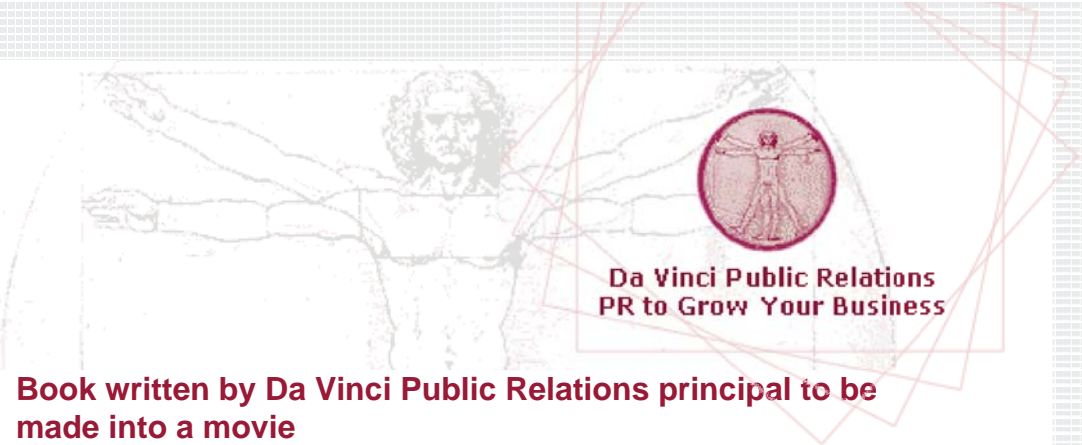


Da Vinci Public Relations

creative strategies to grow your business

43 Nunnery Fields, Canterbury, Kent CT1 3JT, United Kingdom
Tel: +44 (0)1227 472874 Fax: +44 (0)1227 472800 Email: info@davincipr.com
www.davincipr.com

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Current News

October 2015

2014

2013

Book written by Da Vinci Public Relations principal to be made into a movie

An option on the movie rights for a new biography of Lord Byron's daughter Ada Lovelace - written by Da Vinci Public Relations principal James Essinger and published in the UK in 2013 (originally under the title *A Female Genius*) and published in the US in 2014 under the title *Ada's Algorithm* - have been sold to a Hollywood production company, which has simultaneously bought the movie rights to another biography of Ada, *The Bride of Science* by Ben Woolley.

Ada Lovelace is famous for her pioneering thinking on the computer stemming from her friendship and professional involvement with computer pioneer Charles Babbage. In addition to his work with Da Vinci Public Relations, James is also a writer of both non-fiction and fiction.

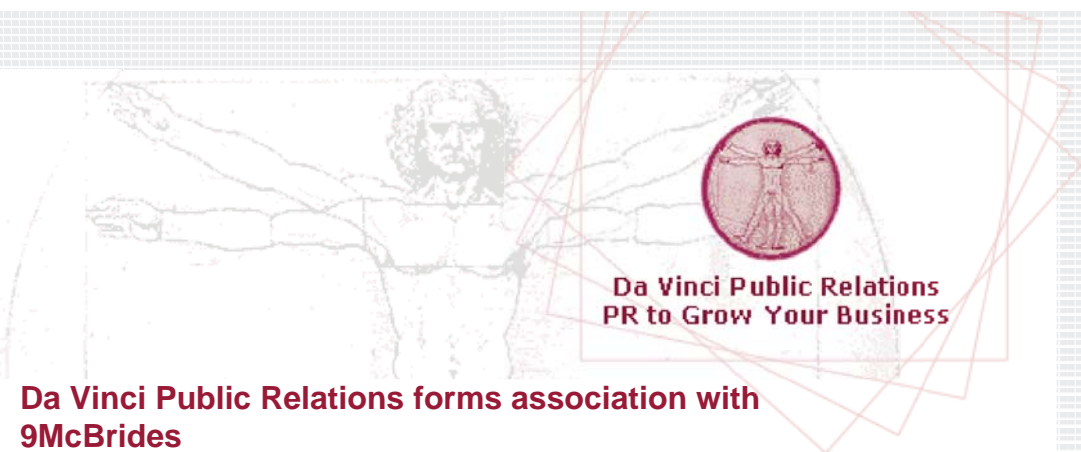
9 October 2015

[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Da Vinci Public Relations forms association with 9McBrides

Current News

2015

August 2014

2013

Da Vinci Public Relations principal James Essinger and Jacqueline McBride, who heads editorial services agency 9McBrides, have formed an association to work together on certain selected editorial projects including public relations campaigns run by Da Vinci and book-writing assignments. James and Jacqueline have already collaborated successfully on the ghost-writing and editing of a full-length inspirational memoir for a client in the US. The book is close to being finalised and will shortly be offered to publishers in the United States. James comments: 'I have the highest opinion of Jacqueline's writing talents and editorial acumen. I am very confident that this new association will allow Da Vinci Public Relations to offer an even higher standard of service to its clients.' James holds an MA (Hons) from Oxford University in English Language and Literature and Jacqueline has a BA (Hons) in Religious Studies and also a PGCE.

5 August 2014

[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Current News

2015

2014

November 2013

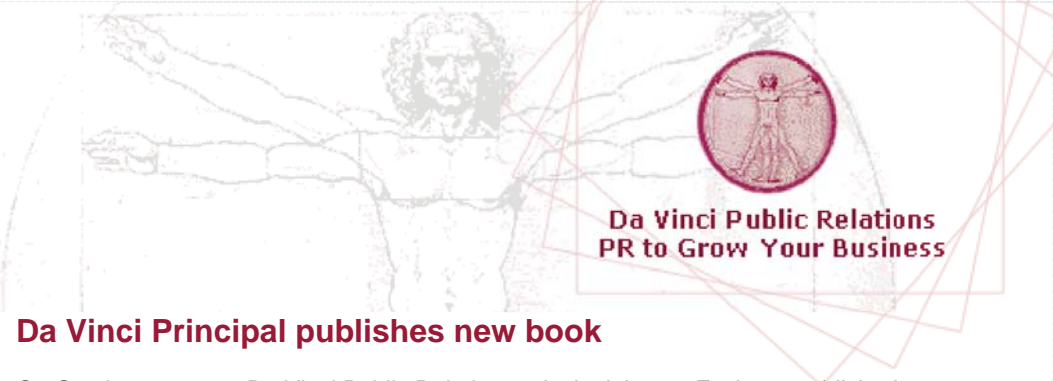
Da Vinci Public Relations principal James Essinger's new book, 'A Female Genius', is about the remarkable lady computer pioneer Ada Lovelace.
7 November 2013

[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Da Vinci Principal publishes new book

Current News

2015

2014

November 2013

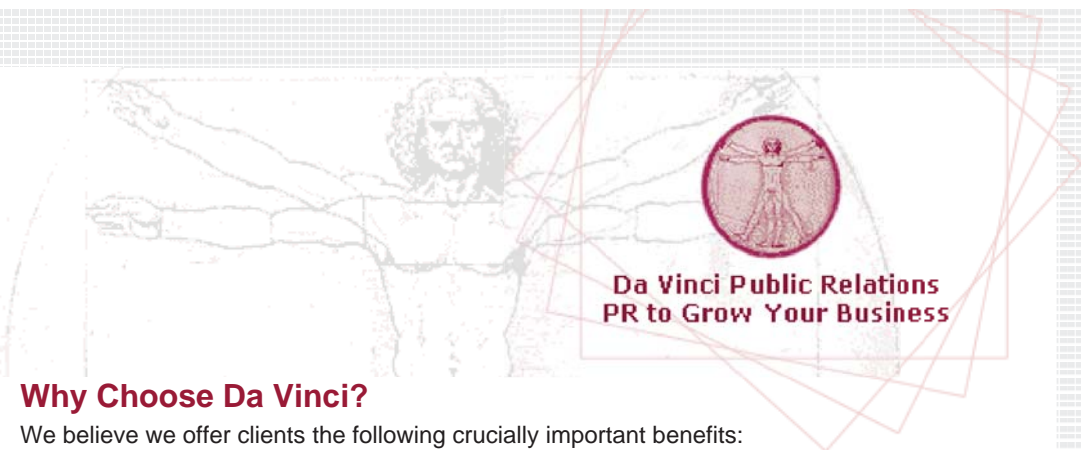
On October 29 2013, Da Vinci Public Relations principal James Essinger published a new book, a biography of Victorian computer pioneer Ada Lovelace. The book is called 'A Female Genius: how Ada Lovelace, Lord Byron's daughter, started the computer age'. It is available on amazon.co.uk and on amazon.com James and his team offer a thoughtful, incisive, public relations service geared especially to organisations that want to promote services that embody a great deal of thought content. Da Vinci Public Relations also offers a very high calibre of writing skills. For more information about what Da Vinci Public Relations could do to make your organisation even more successful, please contact James on 01227 472874. <http://www.amazon.co.uk/Female-Genius-Lovelace-Daughter-Computer/dp/1908096667>
7 November 2013

[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



[Previous Page](#)

[Next Page](#)

Why Choose Da Vinci?

We believe we offer clients the following crucially important benefits:

1. Access to a PR consultancy composed of sincere, energetic self-starters who are able to carry out effective, industrious PR campaigns that generate considerable results while taking up a minimum of your time.
2. A total focus on achieving results that help you achieve your commercial objectives.
3. The generation of new opportunities from your prospective customers and additional levels of goodwill and commitment from existing ones.
4. The business intelligence to quickly understand and assimilate your business culture, strategic objectives and external business environment.
5. Expertise at writing for any readership and making any subject accessible and interesting - no matter how technical or complex.
6. An excellent track record of getting our clients onto relevant high-profile radio and television programmes.
7. Certainty and peace of mind over cost issues. Our fees are agreed up-front and you know exactly what our input will cost each month.
8. Regular and accurate reporting. Every hour of our time is accounted for. You will receive concise monthly activity reports that clearly set out results we have achieved along with short-and long-term future plans.
9. High **quality** results - we write material on our clients' behalf to a level of professionalism and objectivity that wins confidence - and delight - from even the most cynical editors and journalists.
10. High **quantity** results - we achieve a high quantity of editorial coverage for our clients each month. We have obtained as many as twenty pieces of coverage for clients from just one ghost-written article written under their by-line.
11. A committed, pro-active and enthusiastic team. We pride ourselves on the strong, successful, results-orientated - and often long-term - relationships we have with our clients.
12. Continual availability. We are totally committed to our clients and contactable at any time.

[Top](#)



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[Home](#)

[About Us](#) ▶

[Services](#)

[Clients](#) ▶

[Articles](#) ▶

[News](#)

[Public Relations for...](#) ▶

[The Internet](#)

[Contact](#)



[Previous Page](#)

[Next Page](#)

Da Vinci Public Relations: Who we are

Operating from London and Canterbury, Kent and an office in London, we are a full-service public relations consultancy that helps organisations meet their strategic objectives and grow their business.

We are experienced at winning editorial and broadcast coverage for clients in a wide range of commercial and industrial sectors. We offer particular expertise in the following niche areas:

- Arts
- Computing
- Fashion
- Financial services
- Health & safety
- Human resources
- Investment
- IT and IT security
- Management psychology
- Pensions industry
- Pharmaceuticals
- Professional services
- Property
- Travel

[Top](#)



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[Home](#)

[About Us](#) ▶

[Services](#)

[Clients](#) ▶

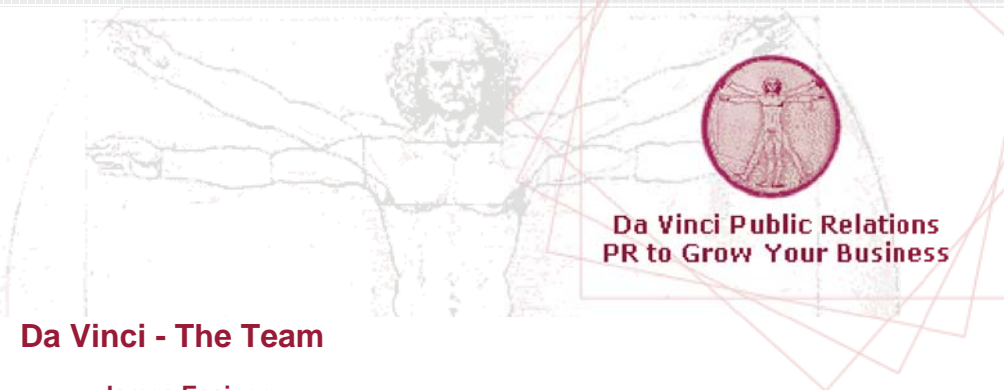
[Articles](#) ▶

[News](#)

[Public Relations for...](#) ▶

[The Internet](#)

[Contact](#)



Da Vinci - The Team

[Previous Page](#)

[Next Page](#)

- [James Essinger](#)
- [Helen Wylie](#)

James Essinger MA (Oxon) MIPR - MIPR - has worked in public relations since 1984. Prior to founding Da Vinci Public Relations, James carried out an executive role at several leading London PR consultancies where he represented many blue-chip companies.

James has considerable expertise in corporate public relations for organisations that sell services with a high cerebral content. These organisations usually cannot be effectively promoted merely through advertising and press releases, but must rely on generating publicity for their expertise through such techniques as 'thoughtpiece' articles which are syndicated to a wide number of media, and by generating in-depth profiles with leading newspapers and journals. Many of James' current clients have been with him for many years. He is also adept at running PR campaigns for travel clients who benefit from Da Vinci's inexhaustible energy, determination to get results and careful attention to detail in what is a highly competitive marketplace.



James is also a highly experienced and extremely able writer.

Business writing

During the past twenty years James has ghost-written, under clients' names, more than 500 thought-leadership articles on a wide range of areas of management thinking and practical business operation.

He is a particular specialist in the following areas:

- accountancy
- banking
- consultancy
- customer centricity
- customer relations
- financial services
- law
- Human Resources
- professional services

James' extensive experience of business writing has also embraced writing business books under his own name. He has written more than 30 of these altogether. His business books include:

- **Customer Strategy - devising successful strategies in food and drink** - *Reuters Business Insight: 2003*
- **Internet Security** - *Pearson Education: 2001*
- **The Future of Banking** - *Pearson Education: 2000*
Japanese-language edition now available
- **Breakthrough Consultancy** (with Alex Dembitz)- *Financial Times Publishing: 2000*
- **Inside Outsourcing** (co-authored with Charles L. Gay) - *Nicholas Brealey Publishing: 2000.*

Polish-language edition now available.

- **Global Custody** - *Financial Times Publishing*: 1999
- **Writing Marketing Copy to Get Results** - *International Thomson*: 1999
- **The Seven Deadly Skills of Competing** - *International Thomson*: 1998.
Chinese-language edition now available.
- **The Virtual Banking Revolution** - *International Thomson*: 1998 *Global Custody (New Edition) Financial Times* : 1997
- **Computer Security in Financial Institutions: Controlling Risk (New Edition)** - *Financial Times* : 1996
- **Virtual Financial Services** - *Financial Times* : 1996
- **How to Write Marketing Copy that Gets Results** - *Pitman/British Institute of Management* : 1996
- **Financial Technology: Effective Cost Management** - *Financial Times* : 1994
- **Eastern European Banking** - *Chapman & Hall* : 1994
- **Starting a High-Income Consultancy** - *Pitman/British Institute of Management* : 1994
Italian-language edition now available.
- **Managing Technology in Financial Institutions** - *Pitman/Financial Times* : 1993
Italian-language edition now available
- **The Investment Manager's Handbook** - *Chapman & Hall* : 1992
- **Electronic Payment Systems: Winning New Customers** - *Chapman & Hall* : 1992
- **Investment Management Training Manual** - *Euromoney* : 1992

James is especially adept at making complex subjects comprehensible to non-technical people without 'talking down' to readers. James's writing is known for being original, incisive, entertaining and factually reliable.

James also ghost-writes business books for other people. If you are interested in this aspect of his services, please contact him 01227 472874.

Mass-market books

James also writes mass-market books under his own name.

He began this side of his activities with a gripping and fast-paced account of how the computer derives from the Jacquard punched-card loom. This book, *Jacquard's Web, how a hand loom led to the birth of the information age*, was published by Oxford University Press in October 2004. It was named by *The Economist* magazine one of the best five popular science books of 2004. The paperback was published in March 2007.

James next turned to looking at why the English language is so difficult to spell. His book *Spellbound: the improbable story of English spelling*, was published in May 2006 by Robson Books. The *Times Educational Supplement* described it as being 'full of treasures' and added that it 'deserves as wide and devoted a readership as Lynne Truss's *Eats, Shoots & Leaves* - indeed it deserves far more.' This book was published on May 1 2007 in the US by Random House under the title *Spellbound: the surprising origins and astonishing secrets of English spelling*.

James most recent mass-market book is a new biography of Victorian computer pioneer Ada Lovelace. The book is entitled "*A Female Genius: How Ada Lovelace, Lord Byron's daughter started the computer age*".

James also writes fiction both in his own name and as a ghost-writer. Additionally he has written a screen play about Ada Lovelace called "*Adas thinking machine*" and has co-written, with Alexander Jovy, a screen play about Cyrus the Great, founder of the ancient Persian empire. The screen play is called "*I am Cyrus*".

In his spare time, James enjoys playing chess, cooking and movies.

Helen Wylie BSc, MA - Helen is a highly experienced public relations consultant and co-founder of Da Vinci Public Relations.

Helen has co-written business books for a variety of well-

known publishers including Datamonitor, Financial Times, International Thomson, Pearson Education and Reuters.

After growing up in New York, Helen moved to the UK to take her BSc in Business Studies at the University of Buckingham. She then spent a year teaching English in Madrid and a year working in marketing and PR in Abu Dhabi in the United Arab Emirates before returning to England to continue her PR career.



In 2002, Helen took her Masters in Sociology at University of Kent. Helen is a passionate traveller and swimmer. She is also a talented and highly creating potter who has sold ceramics to several professional galleries.

Helen is currently an associate of Da Vinci PR.

[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



[Previous Page](#)

[Next Page](#)

How a typical campaign works - 'The Da Vinci Experience'

This section aims to show you how we at Da Vinci run a typical PR campaign.

All clients are allocated an **account director**. This will typically be a Da Vinci founder: [James Essinger](#) or [Helen Wylie](#). The account director's role is overall strategic planning of the campaign. The account director also writes the majority of the editorial material, oversees all campaign activity, liaises with you informally on a day-to-day basis and reports progress to you formally at the end of each month.

The account director is assisted by one or more **account executives** whose job it is to carry out specific campaign activity under James or Helen's direction. This may include, for example, distributing and chasing up media submissions, researching conference-speaking opportunities, or creating broadcast media (TV and radio) opportunities for you.

Our PR campaigns typically follows ten major steps, outlined on the following pages:

Click for [Step 1: Defining Objectives](#)

[Top](#)



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[Home](#)

[About Us](#)

[Services](#)

[Clients](#)

[Articles](#)

[News](#)

[Public Relations for...](#)

[The Internet](#)

[Contact](#)



[Previous Page](#)

Public Relations: FAQ

Many people in business think of public relations as something mysterious. They suspect that it can be a powerful promotional tool, even an extremely powerful one, but they may not know exactly how it works, nor how to go about using it. Most significantly of all, perhaps, many don't know how to get value for money from PR.

Here, we answer some key questions about public relations.

[What exactly is PR?](#)

[What's the difference between PR and advertising?](#)

[Which is the more effective: PR or advertising?](#)

[Why would a journalist or editor want to use PR material?](#)

[Should we do our PR ourselves or use a consultancy to assist us?](#)

[What should we look for in a PR consultancy?](#)

Further information about Public Relations can be found in our [PDF Format Brochure](#).

What exactly is PR?

PR involves communicating a message to one or more of the different 'publics' - that is, target audiences - an organisation wishes to influence in a positive way. These audiences will typically consist of the organisation's existing or potential customers. It may also be in the organisation's interests to communicate a message to other different publics which may range from government regulators to all other types of officials, consultants and other advisers, or any other decision-makers who it is in the organisation's interests to influence positively.

[[Top](#)]

What's the difference between PR and advertising?

The big difference is that PR seeks exposure for a message in the 'editorial' sections of the media - whether these are the news or features pages of a newspaper or magazine, or their counterparts in a radio or TV programme. Advertising, on the other hand, appears in a clearly separate 'advertising' section. An equally big difference is that PR coverage is usually free of charge, while advertising is always paid for.

[[Top](#)]

Which is the more effective: PR or advertising?

The answer to this depends on what kind of product or service you are promoting. Advertising is well suited to what are known in the trade as 'fast-moving consumer goods' (fmcg) - things like washing-powder, batteries, snack foods, drinks and so on. Vendors of these kind of products need to reach millions of people at a time.

The sales message is basically simple because the products don't come bundled up with a great deal of intellectual content. The sellers don't usually have much of a story to tell, and the calibre and thought leadership of the organisation selling these products and services is usually entirely or largely irrelevant.

PR, on the other hand, is generally far more effective than advertising at selling products or services which come bundled up with a significant amount of intellectual content. Examples would be sophisticated computer software for niche business-to-business applications, all types of consultancy services, and any other specialised professional service. Advertising is rarely very effective here because the amount of information any advertisement can carry is strictly limited, and the vendors of these kinds of products and services need to convey considerable information to complete

their selling message.

Another big factor is that selling these kinds of products and services is all about the vendors winning credibility, and an obviously paid-for advertisement will win very little credibility.

The kind of coverage generated by PR also enables a sales message to be fully communicated, no matter how complex. Indeed, sometimes the very complexity of the sales message can make the story especially attractive to print and broadcast editors. And because PR material forms part of the normal editorial content of a newspaper, journal, radio or TV programme it is justifiably accorded the highest credibility by the reader or audience.

But if PR material isn't paid for, how can you be certain the journalist or editor will use it?

Ultimately you can't be. PR activity plays for high stakes: inclusion in the editorial sections of top media. You can't compel journalists or editors to include your material, you can only try to make them want to do so. Our track record of getting our clients into the media we target is excellent because we write material on our clients' behalf to a level of professionalism and objectivity that wins the confidence - and delight - from even the most cynical editors and journalists.

[[Top](#)]

Why would a journalist or editor want to use PR material?

Essentially because it saves them time, saves them money and makes their job easier. The editorial sections of newspapers, journals and radio and TV programmes operate on tight budgets: sometimes very tight budgets. They are under constant pressure to improve the quality of editorial material while minimising costs: an essentially impossible undertaking. If they receive a suitable submission from a PR department or PR consultancy they have every motivation to use it.

Under normal circumstances the PR department or consultancy will not be expecting to be paid if the submission is used but will instead be motivated by wanting to obtain the exposure. The journalist or editor gets free editorial, the PR department or consultancy gets the kudos, the organisation gets the exposure. Everyone is happy.

What does 'a suitable submission' actually mean?

It means a submission that is all of the following: intelligently and clearly-written, informative, truthful, appropriate, timely and relatively objective. Blatantly self-promotional material is rarely, if ever, used.

But isn't there incredible competition to get this material published or broadcast?

Surprisingly, perhaps, there is often actually less competition than might be imagined. PR departments or consultancies too often put out material that is badly-written, inappropriate for the media being targeted, insufficiently timely or overtly self-promotional. Journalists and editors are obviously never going to accept material that lowers the quality of their editorial content.

The task of any PR activity is to generate and submit material that actually increases the quality of the editorial content of the targeted media. Any PR department or consultancy that can do this consistently is likely to enjoy a very good track record of placing material.

[[Top](#)]

Should we do our PR ourselves or use a consultancy to assist us?

In principle there is no reason why an organisation should not undertake its own PR. However, PR is a profession requiring distinct professional skills, and usually only very large organisations can afford to operate a quality in-house PR department staffed by experienced and committed expert PR executives. Running such a department is unlikely to cost much less than £100,000 annually.

For organisations that do not have this kind of budget, engaging a PR consultancy can be an extremely attractive alternative. The PR consultancy itself bears all the costs of running the PR resource and charges out its time at a daily rate or on a project basis. It will have a powerful built-in incentive to succeed on the client's behalf; after all, if it does not consistently win editorial coverage for the client it can

hardly expect to be engaged again in the future.

Another key point here is that a PR consultancy is often able to provide a distanced, disinterested - but not uninterested - perspective on a key commercial issue that may be difficult for the organisation to solve by itself as it may be too close to the problem. PR consultancies can also furnish additional writing and media liaison resources during particularly busy times for the organisation. For this reason many in-house PR departments also make frequent use of PR consultancies.

[[Top](#)]

What should we look for in a PR consultancy?

Above all, one that understands your business and cares about it. Ideally your account should be managed by an executive at the consultancy who has specialised expertise in your commercial or industrial sector. The consultancy should also be able to demonstrate real writing expertise in-house, with the executives who are handling your account ideally being the ones who do your writing. If the consultancy doesn't have in-house writing expertise, there is a danger that the writing may be farmed out to freelancers who will probably not meet you and who may not have an adequate knowledge of your particular commercial or industrial sector.

The consultancy also needs to demonstrate expertise in media research and a track record of winning significant editorial coverage in the media that most matter to your existing and potential customers.

You should also look for a consultancy that provides detailed information about the basis on which it charges fees. If these are based around consultancy days devoted to the activity it will be much easier for you to monitor the effort the consultancy is putting in. The consultancy should also make clear upfront what the activity will cost you and there should be no hidden charges: as always in business, you should expect to know in advance what engaging a supplier is going to cost you. PR consultancies are no exception.

[Top](#)



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[Home](#)

[About Us](#)

[Services](#)

[Clients](#)

[Articles](#)

[News](#)

[Public Relations for...](#)

[The Internet](#)

[Contact](#)



Clients past and present

Abbey National
ACI
Act Financial Systems
Airwave Solutions Limited
AIT
American Express
American Express Bank
Applix (UK)
Apter International
Barclays Bank
Business One Irwin
Canning
Canterbury Web Services
Cantor Fitzgerald
Cape Consulting
CEDAR International
Charteris plc.
Company Watch
Continental Cycle Drive
Cranfield School of Management
CWCS
The Daily Telegraph
Datamonitor
Deloitte & Touche Central Europe
Domain Dynamics
Dow Jones Telerate
Dubin & Swieca
Easy I
The Economist Group
Elsevier Advanced Science
Publications
Equity International
Erwin Brecher
Euraplan
Euromoney
European Fund Manager
Fiserv
Ford Finland
Fraser Green
FT Management
FT Management Reports
Futures & Options World
FX&MM
Garrick Media
Global Asset Management
Global Custodian
Go Native
Goodwill Communications
Greenhouse Investments
Halpern & Woolf
Hermes Softlab

ICIT
The IDOM Group
IDOM Ltd
Integriion
Intelligis
International Thomson Publishing
James Capel Private Banking
Labatec, Switzerland
Little, Brown
Longman
Market Link Publishing
MBA International
MCA Communication
Midland Bank
Ministry of Finance (Poland)
NatWest Markets
Neville Pundole Gallery
Nexus Payment Systems
Nine to Five
Nyman Linden & Co.
Okavango and Colours of India
Oxford University Press
Pearson Education
Pendragon
Pitman Publishing
Poisson Rouge
Professional Liability Services
Prologue
The Quo Group
Quotron
Record Currency Management
Reeves & Neylan
Reuters
Reuters Business Insight
RHR International
Robson Books
Royal Bank of Canada
Royal Olympic Cruises
Simon & Schuster
Speedware
Standard Chartered
StatPro
Strategic Asset Management Systems
(SAMS)
Sungard Asset Management
Swallow Information Systems
The Garrick Corporation
Total Systems plc.
Unisys
VISA
VistaSource
Wafabank (Morocco)

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



What our Clients Have Said About Us

Marion Hawkins, marketing manager, Applix UK

'Applix is a global provider of Internet-based Customer Relationship Management, Customer Analytics and Business Planning Solutions for Global-2000 customers. Although having been established in 1983 and with thirty-two of the Fortune 50 plus more than half of the Fortune 500 as customers, Applix as a company was virtually unknown in the IT industry. Introducing Da Vinci Public Relations into the equation in January 2000 has seen a complete turnaround of this situation with articles appearing verbatim in the FT and in several other leading industry publications. The awareness created has led to various speaking opportunities and has established Applix as a provider of intelligent, objective thoughtpiece articles as well as first-class business solutions.'

Alan Woodward, director, Charteris plc

'As a direct result of the services provided by Da Vinci PR we have witnessed a dramatic increase in our corporate profile, achieving exposure in the national press, broadcast media and trade press. We have been deeply impressed by the ability of Da Vinci not only to work with our specialised industry experts to craft suitable material for publication but also in their ability to place that material in high-profile positions within the media. This success has led us to increase the involvement of Da Vinci in our business and to seek ways in which to exploit their talents in, for example, production of case histories through direct liaison with our clients.'

Alex Dembitz, chairman, Deloitte & Touche Central Europe

'You advised both the IDOM Group and subsequently Deloitte & Touche Central Europe over the formulation of a PR strategy and its subsequent implementation. You helped to promote the name, products and services of our consulting activities both in Western Europe and throughout the Central European region. You have always been thorough in your research and follow-up activity, ensuring that the messages reach the target audience in a clear and focused manner. You were able to build an excellent understanding of the professional services activities of Deloitte & Touche Central Europe and the many facets of our geography, which comprise fifteen independent nations at very different stages of economic and social development. '

Roger Forder, chief executive, Euraplan

'Our first year of working with Da Vinci PR has included creating media briefings, press releases, feature articles, casestudies and newsletters. They have proved to be responsive, imaginative and industrious. They were instrumental in assisting us to carry out a very successful survey of pension fund trustees.

'Da Vinci PR have gained a rapid understanding of our software and our niche market, and successfully utilised this understanding into positive and voluminous coverage within the media. They are proactive in developing newsworthy stories, and above all know what will and what will not make the pensions news.

'Da Vinci PR plays a critical role in our marketing efforts and we have gained maximum returns on our campaign budget - definitely worth the investment.'

Mike Meyrick, director, MBA International

'Da Vinci's PR service is a truly professional one that is pro-active when it needs to be, devoted, highly responsive and backed by a superb quality of writing and research.'

Michael Douglas, managing partner, the Quo Group

'Da Vinci Public Relations has won us extensive coverage in a wide variety of key professional media and newspapers, including important coverage in the Financial Times. We regard your activities as a key element in our ongoing marketing campaign.'

Christine Hennessey, sales and marketing manager, Royal Olympic Cruises

'Your hard work has given us an exposure in a variety of consumer and travel trade media which we would not have otherwise received and has provided a most useful basis for future promotional activity.'

Charles L. Gay, managing director, Shreeveport

'Having your organisation writing for us has been like having a full-time copywriter as a member of the team, enabling us to achieve consistency in our marketing material. You have provided a true value-for-money service.'

John Rivans, marketing director, Total Systems plc

'We contacted you with some trepidation, as our previous experience with public relations consultants had been disastrous. But you proved to be as good as your word. You delivered what you promised and continue to do so. In an industry as potentially imprecise as PR, it's often difficult to achieve the results clients want. That, however, is precisely what you've given us.'

[Top](#)



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[Home](#)

[About Us](#)

[Services](#)

[Clients](#)

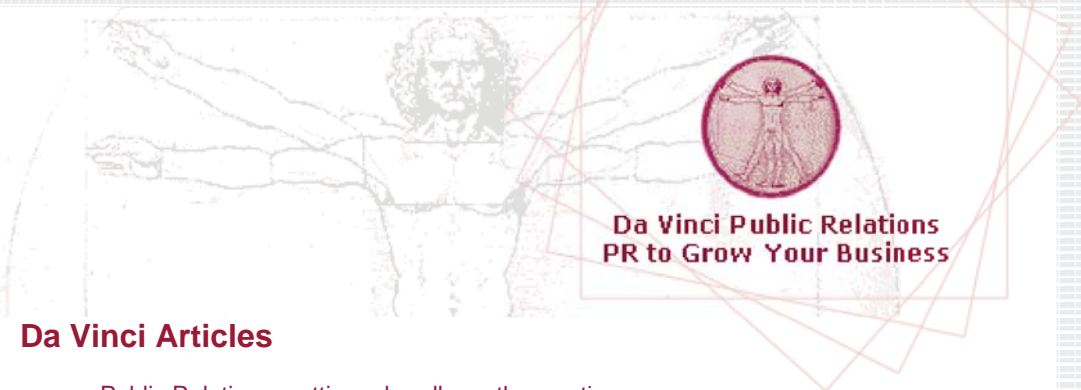
[Articles](#)

[News](#)

[Public Relations for...](#)

[The Internet](#)

[Contact](#)



Da Vinci Articles

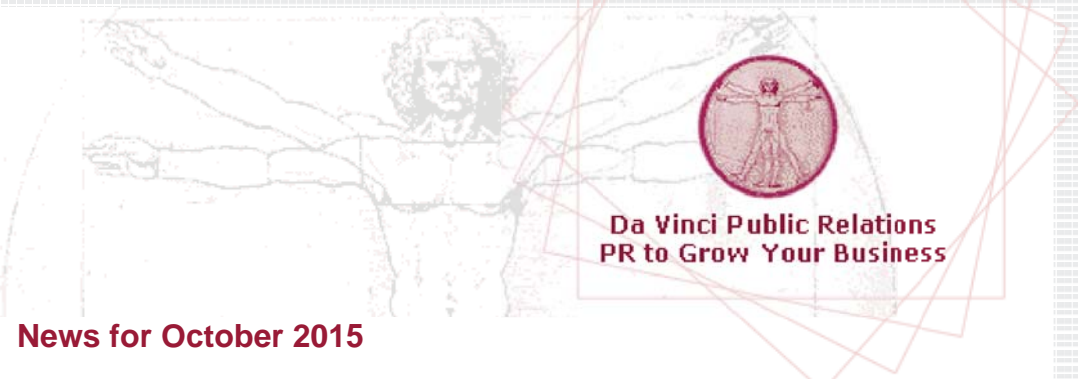
- [Public Relations: getting a handle on the mystique](#)
- [Public relations: an essential marketing tool in all economic conditions](#)

[Top](#)



Designed & Hosted by [Canterbury Web Services Limited](#) copyright © 2002-2015

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



News for October 2015

Current News

October 2015

2014

2013

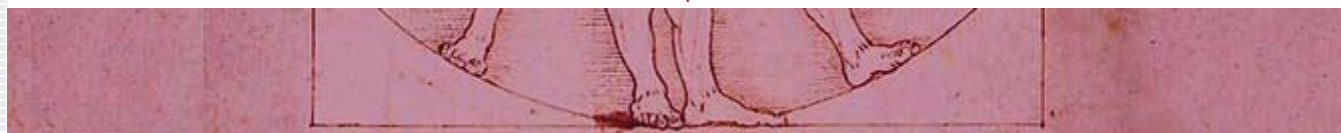
Book written by Da Vinci Public Relations principal to be made into a movie

An option on the movie rights for a new biography of Lord Byron's daughter Ada Lovelace - written by Da Vinci Public Relations principal James Essinger and published in the UK in 2013 (originally under the title *A Female Genius*) and published in the US in 2014 under the title *Ada's Algorithm* - have been sold to a Hollywood production company, which has simultaneously bought the movie rights to another biography of Ada, *The Bride of Science* by Ben Woolley.

Ada Lovelace is famous for her pioneering thinking on the computer stemming from her friendship and professional involvement with computer pioneer Charles Babbage. In addition to his work with Da Vinci Public Relations, James is also a writer of both non-fiction and fiction.

9 October 2015

[Top](#)



Designed & Hosted by [Canterbury Web Services Limited](#) copyright © 2002-2015

[Home](#)

[About Us](#)

[Services](#)

[Clients](#)

[Articles](#)

[News](#)

[Public Relations for...](#)

[The Internet](#)

[Contact](#)



News for August 2014

[Current News](#)

[2015](#)

[August 2014](#)

[2013](#)

Da Vinci Public Relations forms association with 9McBrides

Da Vinci Public Relations principal James Essinger and Jacqueline McBride, who heads editorial services agency 9McBrides, have formed an association to work together on certain selected editorial projects including public relations campaigns run by Da Vinci and book-writing assignments.

James and Jacqueline have already collaborated successfully on the ghost-writing and editing of a full-length inspirational memoir for a client in the US. The book is close to being finalised and will shortly be offered to publishers in the United States. James comments: 'I have the highest opinion of Jacqueline's writing talents and editorial acumen. I am very confident that this new association will allow Da Vinci Public Relations to offer an even higher standard of service to its clients.'

James holds an MA (Hons) from Oxford University in English Language and Literature and Jacqueline has a BA (Hons) in Religious Studies and also a PGCE.

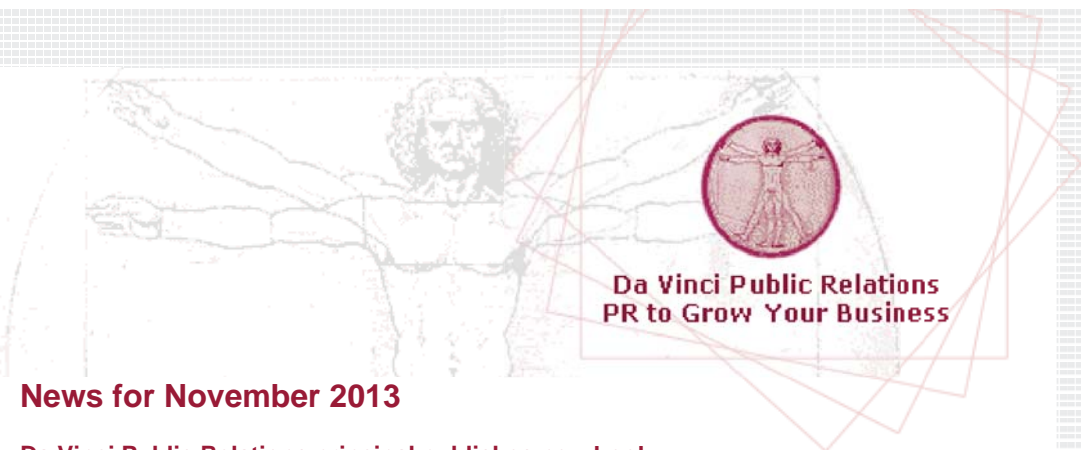
5 August 2014

[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



News for November 2013

Current News

2015

2014

November 2013

Da Vinci Public Relations principal publishes new book

Da Vinci Public Relations principal James Essinger's new book, 'A Female Genius', is about the remarkable lady computer pioneer Ada Lovelace.

7 November 2013

Da Vinci Principal publishes new book

On October 29 2013, Da Vinci Public Relations principal James Essinger published a new book, a biography of Victorian computer pioneer Ada Lovelace. The book is called 'A Female Genius: how Ada Lovelace, Lord Byron's daughter, started the computer age'. It is available on amazon.co.uk and on amazon.com

James and his team offer a thoughtful, incisive, public relations service geared especially to organisations that want to promote services that embody a great deal of thought content. Da Vinci Public Relations also offers a very high calibre of writing skills. For more information about what Da Vinci Public Relations could do to make your organisation even more successful, please contact James on 01227 472874.

<http://www.amazon.co.uk/Female-Genius-Lovelace-Daughter-Computer/dp/1908096667>

7 November 2013

[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Business-to-Business PR

Da Vinci PR has worked over the years with many of the UK's leading consultancies to promote them to prospective clients. We are highly adept at publicising any consultancy or professional services organisation. We take every step to extract and identify newsworthiness from what the consultancy is doing, but because a consultancy's activities with clients often need to remain confidential, we do not rely on case studies to consultancy clients.

Instead, we make extensive use of full-length, ghost-written 'thoughtpiece' articles. These articles encapsulate your leading-edge thought, and position you as an expert at solving the problems your customers face. We have developed a tried and tested specialisation in winning extensive authoritative editorial coverage for organisations that sell professional expertise. Our track record for placing these articles is very closet to 100 percent.

Call Helen Wylie now on tel. 01227 472 874 to find out how we can create a dynamic campaign that will win outstanding levels of editorial coverage for your organisation.



[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Consumer PR

Da Vinci has extensive experience of running consumer PR campaigns targeted at media read by consumers in the widest range of areas, including fast-moving consumer goods. We bring a level of ingenuity, creativity and energy that few consultancies can match and we set specified targets for all campaigns so clients know exactly what they can expect in terms of success.

Call Helen Wylie on tel. 01227 472 874 to find out how we can create a dynamic PR campaign that will win you outstanding levels of editorial coverage.

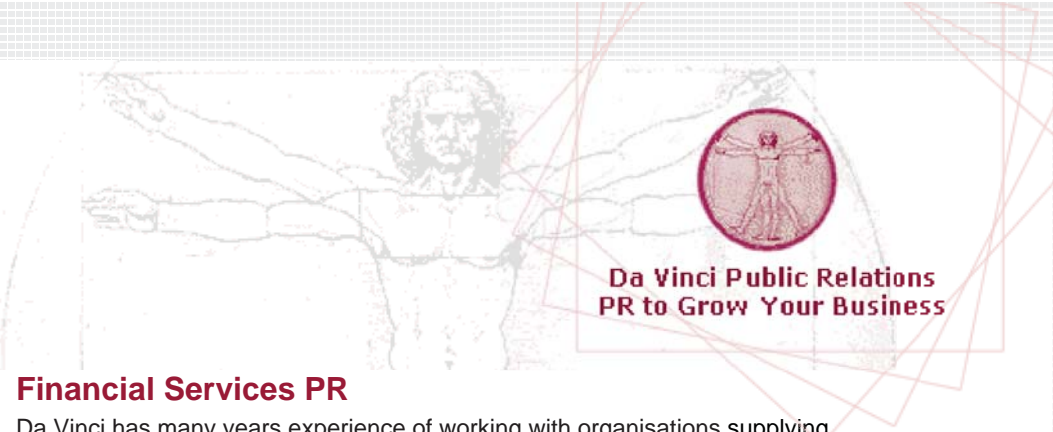


[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Financial Services PR

Da Vinci has many years experience of working with organisations supplying financial services to consumers and to the business-to-business market.

We pride ourselves on our ability to extract the maximum newsworthiness and interest factor from any financial services product and we know which journalists are most likely to write about it. As with all our work, we are creative, truthful, accurate and we write in an interesting and engaging way.

Many organisations, including several household names, have entrusted the promotion of their new financial services to us.

Call James Essinger now on tel. 01227 472 874 to find out how we can create a dynamic campaign that will win outstanding levels of editorial coverage for your organisation.



[Top](#)



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[Home](#)

[About Us](#)

[Services](#)

[Clients](#)

[Articles](#)

[News](#)

[Public Relations for...](#)

[The Internet](#)

[Contact](#)



**Da Vinci Public Relations
PR to Grow Your Business**

Food and Drink PR

Da Vinci Public Relations is expert at winning editorial and broadcast coverage for companies in the food and drink industries.

Co-founders James Essinger and Helen Wylie co-authored of the Reuters book [Customer Loyalty: devising successful strategies in food and drink](#).

Call Helen Wylie on tel. 01227 472 874 now to find out how we can create a dynamic campaign that will win outstanding levels of editorial coverage for your organisation.



[Top](#)



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[Home](#)

[About Us](#) ▶

[Services](#)

[Clients](#) ▶

[Articles](#) ▶

[News](#)

[Public Relations for...](#) ▶

[The Internet](#)

[Contact](#)



Information technology PR

Da Vinci has twenty years experience of working with vendors involved in all phases of the supply chain of information technology systems. We are specialists at working with information technology consultancies, independent software vendors and systems houses.

Here, an important element of our expertise is identifying absolutely the most newsworthy aspect of the product or service on offer and projecting the news angles efficiently and effectively to the right media.

We also draft and place full-length ghost-written articles encapsulating your leading-edge thought, and positioning you as an expert at solving the problems your customers face. We have developed a tried and tested specialisation in winning extensive authoritative editorial coverage for organisations that sell professional expertise.

Call Helen Wylie now on tel. 01227 472 874 to find out how we can create a dynamic campaign that will win outstanding levels of editorial coverage for your organisation.



[Top](#)



Designed & Hosted by [Canterbury Web Services Limited](#) copyright © 2002-2015

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Technology PR

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[Top](#)



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[Home](#)

[About Us](#)

[Services](#)

[Clients](#)

[Articles](#)

[News](#)

[Public Relations for...](#)

[The Internet](#)

[Contact](#)



Private Equity PR

In today's mature private equity market, when there is frequently intense competition between private equity firms for premium investment opportunities. Your profile within this highly competitive, highly cerebral and commercially intensive industry is more important than it has ever been.

We are a public relations consultancy that can help you win the industry profile you need. We are a small, very focused team with an excellent track record of winning extensive coverage for clients.

We have considerable experience in the investment industry. We listen as well as talk. We are respected by the journalists you need to influence because we provide them with material that is honest, factual, thoughtful and meets their needs.

Call James Essinger now on tel. 01227 472 874 to find out how we can create a dynamic campaign that will give your private equity firm the industry profile it deserves and help you win the most lucrative investment opportunities.



[Top](#)



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[Home](#)

[About Us](#) ▶

[Services](#)

[Clients](#) ▶

[Articles](#) ▶

[News](#)

[Public Relations for...](#) ▶

[The Internet](#)

[Contact](#)



PR for Professional Associations

Professional associations need effective, imaginative and energetic PR but rarely have substantial budgets to generate it. Da Vinci has worked with many professional trade associations and has developed powerful, effective and cost-efficient programmes which have been successfully implemented.

Call Helen Wylie now on tel. 01227 472 874 to find out how we can create a dynamic campaign that will win outstanding levels of editorial coverage for your organisation.



[Top](#)



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Home
About Us ▶
Services
Clients ▶
Articles ▶
News
Public Relations for... ▶
The Internet
Contact



PR for Professional Services Organisations

Professional services organisations, such as accountancy firms, architects, management consultants, solicitors, surveyors and consultancies of all kinds, have very special public relations requirements.

In particular, their success and the progress of their business development are ultimately based around the expertise, experience and track record of their consultants. Furthermore, professional services organisations are often strictly limited in terms of what they can say about their own clients. This point goes hand-in-hand with the fact that professional services organisations may not generate many news stories that can form the basis of a PR campaign.

But in practice there are *abundant* opportunities for professional services organisations to win extensive and powerfully influential coverage in print and broadcast media. It is simply a matter of going about the procedure in the right way, and knowing how best to implement it.

Da Vinci Public Relations is an expert at precisely this. If you are concerned with enhancing the reputation of your professional services organisation, you should be talking to us.

- [What is our philosophy of how best to make PR for professional services organisations work?](#)

[Top](#)



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[Home](#)

[About Us](#) ▶

[Services](#)

[Clients](#) ▶

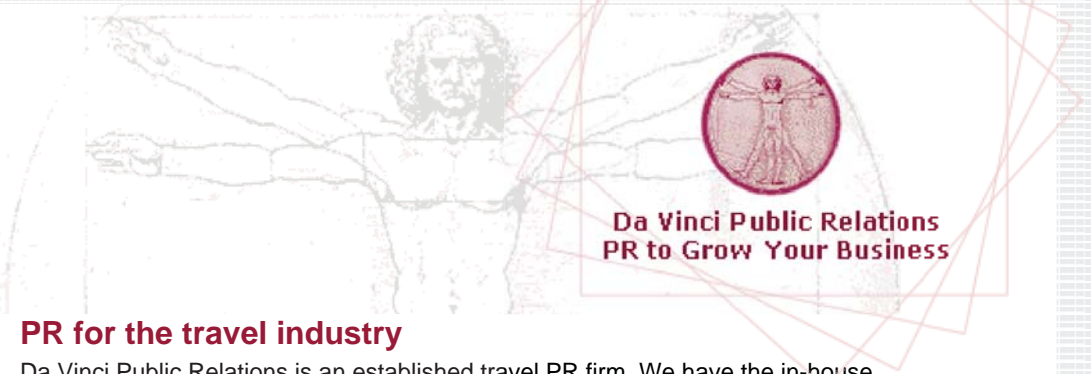
[Articles](#) ▶

[News](#)

[Public Relations for...](#) ▶

[The Internet](#)

[Contact](#)



PR for the travel industry

Da Vinci Public Relations is an established travel PR firm. We have the in-house capability to cater for all the publicity requirements of any organisation in the travel industry. This includes tour operators, travel agency networks, cruise lines, airlines and all other kinds of travel firms.

- [What do we believe is the essence of good PR for the travel sector?](#)
- [What we offer travel companies](#)

[Top](#)



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[Home](#)

[About Us](#) ▶

[Services](#)

[Clients](#) ▶

[Articles](#) ▶

[News](#)

[Public Relations for...](#) ▶

[The Internet](#)

[Contact](#)



Direct marketing

Da Vinci Public Relations is expert at helping organisations with all aspects of their marketing activity.

We can advise on marketing strategy, draft 'killer' direct marketing letters, research lists of named contacts at relevant organisations you want to target, draft brochures and other marketing collateral, and provide a comprehensive range of other marketing services.

To find out how Da Vinci can help you grow your business through direct marketing call Helen Wylie now on tel. 01227 472 874.

[Top](#)



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[Home](#)

[About Us](#) ▶

[Services](#)

[Clients](#) ▶

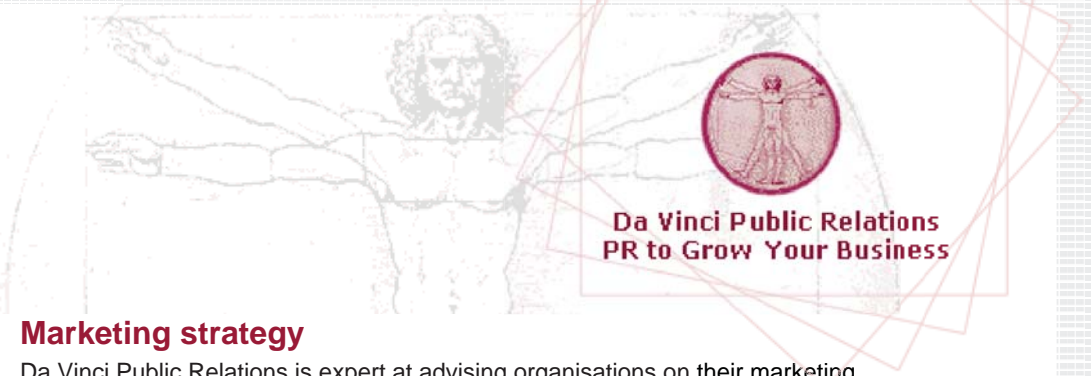
[Articles](#) ▶

[News](#)

[Public Relations for...](#) ▶

[The Internet](#)

[Contact](#)



Marketing strategy

Da Vinci Public Relations is expert at advising organisations on their marketing strategy and helping organisations with all aspects of their marketing activity.

We can also draft 'killer' direct marketing letters, research lists of named contacts at relevant organisations you want to target, draft brochures and other marketing collateral, and provide a comprehensive range of other marketing services.

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[Top](#)



Designed & Hosted by [Canterbury Web Services Limited](#) copyright © 2002-2015

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



Press Area

As professionals who devote their working lives to encouraging journalists to be interested in our clients, we naturally also want to encourage journalists to be interested in us!

If you are looking to write news stories or features about developments in the public relations and marketing industries, we believe we can provide you with comment that is incisive, topical and really relevant to your requirements.

If you are looking for an interesting story about a growing and creative consultancy, we believe we are also well placed to provide you with that.

Our Principal, James Essinger, has been in the PR industry since 1984 and his experience encompasses working for organisations employing more than 100,000 people or more and also one man bands. He is a lucid and articulate commentator who as well as providing you with his own comment can also expose you to his contacts who can also offer you useful sound bites and guidance.

Note to Journalists

Welcome to this media briefing about Da Vinci Public Relations, a full-service public relations consultancy representing clients in a wide range of industry sectors.

Da Vinci is a journalist-friendly organisation that understands that print and broadcast media frequently need authoritative comment on specialised subjects and require this comment promptly to meet their deadlines.

If you need any comment or soundbites from Da Vinci on any of the activities mentioned in this media briefing, please contact:

Helen Wylie, Da Vinci Public Relations,
Tel. 01227 472 874
Or fill out [the online form](#)

Da Vinci Public Relations offers detailed and authoritative strategic comment on all of the following issues:

- Current trends in the PR industry
- Why the integrity of PR is on the increase
- How to get the best value for money from PR
- Current trends in employment issues in the PR industry
- The relationship - and differences - between PR and advertising
- Industry sectors where PR is particularly useful
- The best way to motivate new PR executives
- The best way for PR consultancies to succeed at providing journalists with the editorial material they want
- Salary levels and promotional opportunities in the PR industry
- The challenges and opportunities for PR firms located outside London
- The new role of PR in the marketing mix
- Developing executive skills by offering young executives true ownership of PR projects

[Top](#)

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



[Previous Page](#)

[Next Page](#)

Step 1: Defining Objectives

Our PR campaigns have one purpose and one purpose only: **to play a crucial role in helping our clients achieve their commercial objectives.**

Our first job is therefore to familiarise ourselves with your organisation and its commercial objectives. We are sensitive to the fact that our clients are under strict time pressure and so we can do this by taking up very little of your time.

We often find defining your commercial objectives a very constructive process for the client as well, because it helps the client to clarify and streamline its own thinking about where it is now and where it wants to go.

We then devise a customised PR campaign designed exclusively **to advance the precise commercial objectives that have been defined.**

Step 2: Creating the Media List

As PR consultants, we are skilled at a number of techniques for exposing you to the people and organisations that matter to you.

We generally start each PR campaign by compiling a list of the most important 200 or so media in which you want to appear. These may be print media, broadcast online journals or a combination of these.

It is your media 'wish list' and may include trade and professional journals, national and local newspapers, television and radio programmes and online journals. This list is compiled in collaboration with you and is the hub around which all our PR activity is based.

Click for [Step 3: Writing the Press Release and Media Briefing](#)

[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact

[Previous Page](#)

[Next Page](#)



Step 9: Tracking the Campaign's Progress

At the end of each month we send you a monthly activity report. This is a concise, clearly written document that lays out all the activity we have carried out for you in the past month, and the time spent on each activity. It also lists the coverage we have achieved for you, what projects are currently in play, and what future projects are being planned.

This is a crucial element of the campaign and provides you with precise idea of the return on investment you are getting from your investment in the PR campaign.

Step 10: Additional Services We Offer

Of course, in addition to placing articles and other editorial material, and creating opportunities for you to appear on relevant television and radio programmes, we also offer a wide range of other services.

These include:

- Introducing clients on one-to-one basis with leading journalists
- Speaker placement
- Speech-writing
- Corporate newsletters
- Drafting brochure, website and other marketing copy
- Business development advice and drafting of 'killer' new business letters for direct mail campaigns
- Internet writing services

More details can be found on our [Services](#) page.

So there we have it, the essence of your campaign. We hope this has given you a feel for how your campaign would work. Our service is always thoughtful, sincere and effective. Our aim is always to generate new opportunities for you from your potential client market and reinforce confidence from your existing clients.

[Top](#)



Designed & Hosted by [Canterbury Web Services Limited](#) copyright © 2002-2015

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact

[Next Page](#)



Public Relations: getting a handle on the mystique

Helen Wylie, co-founder of Da Vinci Public Relations, looks at how organisations can make the most of their PR potential without stretching marketing budgets unduly.



One of the paradoxes of business today is that an organisation's public profile has never been more important, while marketing budgets have never been more constricted.

Some organisations have halted all discretionary (ie. not absolutely necessary) expenditure completely. Most would include spending money on profile-raising activity within the category of discretionary expenditure.

True: even the most parsimonious organisations are devoting time and money to their websites. After all, websites have become the front lobby or shop window through which people learn about - and judge - an organisation. But promoting yourself properly is much more than just a question of getting your website right, and indeed your website should be in harmony with every other aspect of your public relations (PR) strategy.

Another problem with PR – quite apart from today's tight budgetary constraints – is that there is still a curious mystique surrounding PR. This doesn't help businesses to feel confident about launching PR initiatives even when they desperately want to get their name and expertise known to a wider audience.

I've run a public relations consultancy for nearly a decade. I've lost count of the number of times I've seen a look of wariness and even anxiety in prospective new clients' eyes at our first meeting. Believe me, I really don't look *all that scary*. What I think makes prospective clients anxious is that they don't know much about PR, and what they *do* know makes them fear embarking on any PR initiative, despite their often urgent commercial need to get their organisation better known. They feel like it's going to be like opening Pandora's Box. They're often particularly worried about cost issues and about how they can measure the fruit of any PR investment they make.

I understand their anxieties. The public relations industry is all about promoting organisations in the most positive light to the greatest number of people in all relevant target audiences. Yet PR professionals have generally been lamentably bad at promoting their *own* industry.

Far too many businesspeople tend to think of PR in terms of stereotypes. Some people even bizarrely use the phrase 'a PR', whatever that's supposed to mean. Some managers imagine that PR professionals are all slick, insincere, fast talkers, skilled at fudging answers to key questions and as difficult to pin down as a soap bubble. Other businesspeople may have had experience of public relations consultants who spend a lot of time and client money wining and dining journalists, talking big, embellishing the truth by a kind of automatic process and generally being much bigger on hype than on substance.

Before writing this article, I thought hard about all the people I know in the PR industry. None of them - and I really do mean *none of them* - remotely match the stereotype of the big-talking, long-lunching, port-imbibing PR consultant. For one thing, the public relations consultancy business has been tough to be in over the past two years. Expenditure on PR was one of the very first things to be cut in the climate of uncertainty after the tragic events of 9/11. People who have remained in the

industry have tightened belts considerably. Those who have survived, in my experience, are the ones who fervently believe in the commercial benefits PR can bring to businesses, and they genuinely love what they do.

After all, if you think about it, what could be more important and interesting than learning about an organisation, developing an intimate understanding of its products, service, aims and objectives, and then communicating the nature of that organisation in the most honest and positive way to all the people who might want to know about it?

I call being able to do *that* a profound privilege and a truly demanding and satisfying intellectual and practical exercise.

The point is that the two years of difficulty that the PR industry has suffered have trimmed the fat from all PR consultancies in the UK. The ones that still exist do indeed tend to be staffed by professionals who sincerely believe in what they are doing and care about it.

So if you are thinking about how public relations might be able to help you, the chances are that you will be able to find a PR professional – whether a freelance or within a PR consultancy – who will be committed to helping you and won't charge you the earth for doing so.

Exploit this opportunity to make the most out of public relations. Grab the chance to develop a PR initiative that isn't based around grandiose ambitions or pie-in-the-sky dreams, but is an incredibly powerful tool for making your customers *aware* of your organisation, *what* it offers and *why* they should be doing business with you.

In practice, how should such a campaign work?

Recent research by the UK's Institute of Public Relations (IPR) has yielded three conclusions of great importance for any organisation planning on developing a PR strategy.

1. The IPR research indicates beyond any possible doubt that preliminary planning is absolutely of the essence in any successful PR campaign.
2. The IPR has found that the most successful PR campaigns are directly tied to one or more *specific business goals*.
3. The IPR research demonstrates that there needs to be a very clear and well-defined message used consistently throughout the PR campaign.

In essence, what these three conclusions urge is that any organisation should plan its PR campaign carefully and should think very hard about what message it wants to disseminate.

The most effective PR campaigns usually deliver a simple, strong message. Hollywood likes movies that do the same, it calls them 'high-concept'. What this means is that the film's essence can be distilled into a simple, momentous phrase. So we have, for example, *Jurassic Park* – 'dinosaurs brought to life as amusement park attractions run amok'; *Independence Day* – 'malevolent aliens attempt to take over Earth'; *Harry Potter and the Philosopher's Stone* – 'mistreated orphan boy discovers he has magical powers'.

The reason these movie ideas excite us is because *there is power in their simplicity*. Similarly, organisations must boil their message down to a simple, truthful and powerful proposition.

Of course, organisations must then *deliver* on that succinct and momentous proposition, just as the makers of the above three movies had to deliver a quality product. But you can be quite sure it's much easier to deliver a quality movie – or a great business proposition - when you start with a clear and powerful premise.

You may well be thinking: 'this is all very well, but businesses operating in highly competitive niche marketplaces cannot hope to distinguish themselves from their rivals as radically and clearly as a new Hollywood movie'.

In fact, a big part of my work over the past few years has been working with

organisations that have constrained budgets, and identifying elements of their thinking and practice – and especially elements of their founder's or principal practitioner's experience - *which can stand out as powerfully and decisively as the concept of a major Hollywood movie.*

The point is, *we are all unique individuals.* Ultimately it is usually just one or a few individuals – and their dreams - that are the engine behind a business. And believe me, individuals are *far* more unique than any Hollywood movie is ever going to be.

The challenge is to make the effort to think hard about what you are doing as an organisation and where you want to go. Stop limiting your vision by seeing yourself as just another player in your particular industrial, commercial or professional sector. After all, you strive every day not just in order to become a player in a particular sector, but because you wanted to fulfil your potential and become *the person you always knew you could become.*

Focus on *that* uniqueness and you can bet your bottom dollar it won't be long before you're starting to see how your business, with all its dreams, particular requirements, challenges, joys, frustrations and ambitions – differs from organisations which you may find are only *superficially* your competitors.

Your ideal PR consultant should be in tune not only with your organisation's plans and ambitions, but also with how you can focus on - and develop - your uniqueness. Once you know how you want to be seen by the world, the PR consultant should help you to formulate that presentation into words, and harmonise that message with other aspects of your presentation such as your website, brochures and other marketing tools.

When you've distilled your message, the next stage is to *develop communications channels to the people and organisations you want to reach.* Public relations can play an important role in helping businesses to communicate directly to target customers. Yet more often it focuses on helping businesses influence the *entirety* of all relevant print and broadcast media in order to take the message to the widest possible market.

You should also expect your PR consultancy to have a decisive strategy for implementing your message. This will give you a clear idea of the kind of results you can expect in terms of coverage and business development. Your PR adviser must be a skilled communicator. He or she needs to have the tenacity to make repeat submissions if necessary to ensure that the information reaches the right journalist, and be persuasive and helpful to editors and journalists without being overbearing.

Finally, your PR consultancy should let you know upfront, before any activity starts, *precisely what the activity will cost.* Never enter into an open-ended agreement with a PR consultant that lets them work an unspecified amount of time and charge an unspecified fee. You want to know from the very beginning what the activity is going to cost so that you can budget for it. Don't let them exceed the cost without your express - and ideally written - permission.

By proceeding with caution, taking the trouble to formulate your message as a result of thinking hard about your organisation, and by choosing a PR consultancy that can deliver both long-term strategic and short-term tactical implementation - for a cost agreed in advance - you are well on the way to enjoying the significant benefits a successful PR campaign can bring. You can expect it to bring you greatly heightened awareness among your target market and very significantly increased business opportunities.

Now tell me, how scary is that?

Helen Wylie is co-founder of Da Vinci Public Relations, a PR consultancy that carries out campaigns designed above all to grow clients' businesses. Tel. 01227 472 874.

[Top](#)

- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



[Previous Page](#)

Public relations: an essential marketing tool in all economic conditions

by James Essinger

At a time when many organisations are having to impose rigorous justifications on every penny of marketing expenditure, one particular marketing technique is acquiring an even greater importance than usual.

This technique is public relations.

Public relations, or PR, is a term many people in business use without being entirely clear what it means. PR is known to be a potentially extremely powerful promotional tool, but relatively few people understand what it is, how to go about using it, and least of all how to get value for money from it. In fact, though, there is no need whatsoever for PR to be a mystery. Here, I provide answers to some of the most commonly asked questions about it.



What exactly is PR?

PR involves communicating a message to one or more of the different 'publics' – that is target audiences – which an organisation wishes to influence in a positive way. These audiences will typically consist of the organisation's existing or potential customers and shareholders. It may also be in the organisation's interests to communicate a message to other different publics which may range from government regulators to all types of other officials, consultants and other advisers, or any other decision-makers who it is in the organisation's interests to influence positively.

What's the difference between PR and advertising?

The big difference is that PR seeks exposure for a message in the 'editorial' sections of the media – whether these are the news or features pages of a newspaper, journal or magazine, or their counterparts in a radio or TV programme. Advertising, on the other hand, appears in a clearly separate 'advertising' section. An equally big difference is that PR coverage is usually free of charge, while advertising is always paid for.

This leads on to a most intriguing question: what is more effective, PR or advertising?

The answer is that both techniques can be extremely effective and ideally a marketing campaign should use them in harmony. Advertising is particularly well-suited to promoting what are known in the marketing industry as 'fast-moving consumer goods' (FMCG) – things such as washing powder, soft drinks, foods and so on, where the organisations selling these things need to reach millions of people at a time.

But one big problem with advertising is that ultimately it doesn't have much credibility. Everybody who is exposed to the advert will be perfectly aware that the ad has been paid for; basically no matter how good the advert, it remains a piece of paid-for propaganda. The slots where ads appear on TV or radio, or the pages where ads appear in newspapers or magazines are very rigidly separated from the other material that has been put together by the journalists and the editors.

It is this journalistic material which is the subject of the PR consultant's energies. Coverage gained here is much more beneficial than advertising coverage because it is accorded such a huge level of credibility. It's like the difference between a new product or service being advertised during the commercial break in News at Ten, and that same product or service being spoken of favourably during the actual programme by the newscaster.

Admittedly, not many products or services make it to News at Ten, but there are more than 10,000 print and broadcast media in the UK and they are all hungry for newsworthy and interesting material. The PR consultant's skill is to create material about his or her client which will promote the client effectively without being so self-promotional that the journalist or editor will be turned off.

Basically the PR consultant is a kind of marriage broker between the media and the client. Furthermore, and this is a particularly important point during times when marketing budgets are under considerable pressure, public relations is a much more cost-effective marketing technique than advertising. Indeed, the most professional PR consultants shy away from 'advertorial' deals where a piece of editorial material is published on a paid-for basis.

The only costs involved with winning PR coverage are the PR consultant's fees. A good consultancy will quote reasonable fees, give excellent value for money in terms of activity undertaken and will report back in detail to the client every month so the client knows exactly what has been done. In a nutshell, a good PR firm will become an integral and indispensable part of your marketing activities.

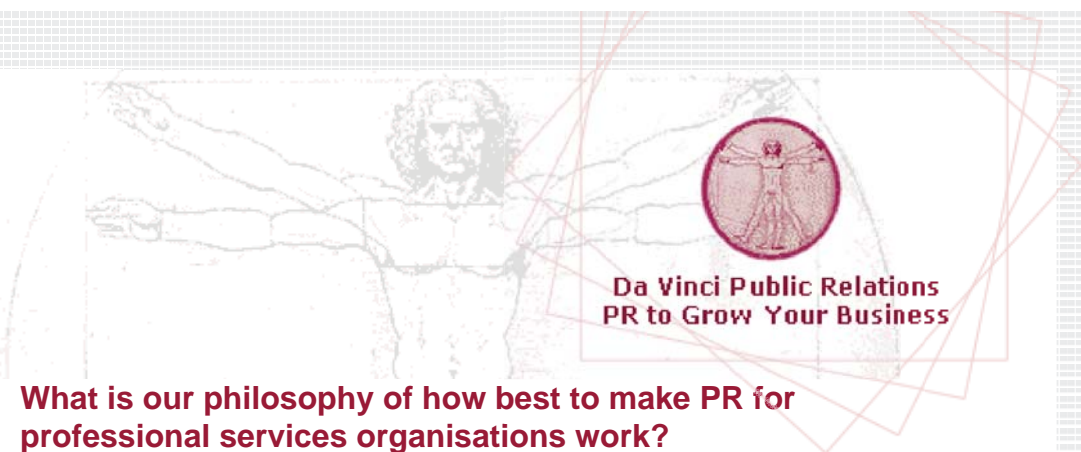
When PR services are delivered with sincerity, thoughtfulness and energy by a PR consultancy that really knows what it is doing and has extensive experience in the profession, the results really can exceed clients' wildest expectations.

[Top](#)



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Home
About Us ▶
Services
Clients ▶
Articles ▶
News
Public Relations for... ▶
The Internet
Contact



What is our philosophy of how best to make PR for professional services organisations work?

The Da Vinci approach to PR for professional services organisations is based around the philosophy that these organisations should seek above all to promote the expertise, experience and track record of their senior professionals. After all, it is precisely that expertise, experience and track record which are responsible for the organisation's success and which win it relationships with new clients. We believe that by spreading the word about this professional capability, the PR campaign can play an overwhelmingly important role in your business development.

There are several practical ways to 'spread the word' in this way, and Da Vinci Public Relations has experience of all of them. We are adept, for example, at writing and placing news releases for professional services organisations, arranging meetings between journalists and senior professionals, writing up case studies, getting professionals to speak on TV/radio or at conferences, and so on. However, in general the most effective method of all is the research, drafting, finalisation and publication of *full-length (c 1000-word) authoritative 'thoughtpiece' articles which discuss some crucially important issue likely to be of interest to existing and potential clients of your organisation and which are published under the name of a senior professional at your organisation.* We in effect play the role of ghost-writers of these articles, and also take on the responsibility of placing them in media. But of course, no article or any other editorial submission is ever made to any media without you fully approving the submission.

Over the past 15 years, we have researched, drafted, finalised and placed literally thousands of full-length articles under the attribution (i.e. 'by-line') of our senior people at our professional services organisation clients. The extent of the promotional benefit our clients have won from this coverage has been prodigious.

Why are these articles - and PR generally - such a good promotional tool for professional services organisations? There are six main reasons:

1. In a full-length article it is possible to communicate a great deal of information relating to your professional services organisation's expertise.
2. The entire article represents coverage i.e. the organisation is not limited to a brief mention of a sentence or a paragraph.
3. In exchange for the coverage the newspaper or journal will include a one-paragraph account of your organisation, your phone number, e-mail address and website details.
4. The editor of the newspaper or journal will not have the expertise necessary to write the article and will consequently be only too happy to rely on the expert under whose name the article is published. In many cases a relationship can be started with the newspaper or journal which can foster the publication of numerous articles over a period of time.
5. The article can sometimes be syndicated: that is, published in more than one medium at once.
6. No fee is paid to the medium for publishing the article. The only cost will be the cost of the time we spend on researching, drafting, finalising and placing the article. This makes the entire venture extremely cost-effective for you.'

[Top](#)

Home
About Us
Services
Clients
Articles
News
Public Relations for...
The Internet
Contact

[Next Page](#)

What do we believe is the essence of good PR for the travel sector?

Our thoughts on this matter can be summarised under the following points:

1. The travel industry is highly commercial, with operators continually fighting for market share and needing to do their utmost to demonstrate an edge over rivals. In practice, it is perfectly possible to avoid a travel company's offering being seen as purely a commodity: you do this by promoting the particular Unique Selling Propositions (USPs) of the company and its offerings. Da Vinci is expert at identifying USPs and emphasising them. But we accept that there will inevitably be many customers who are concerned primarily about price issues. This drives our energetic and vigorous campaigns, which are geared around winning you editorial coverage that generates a direct response from consumers and/or travel agents.
2. We place particular emphasis on the quality of our media research. We believe this is often handled skimpily by other consultancies. We look in detail at the nature of your existing customer base and, which is even more important, at where and how you want your business to grow. We identify print and broadcast media likely to be of interest to precisely the kinds of customers you are trying to win. This means looking hard at customers from a variety of perspectives such as: where they live, their financial position, their professional lives, their leisure interests, the special-interest groups to which they belong and so on.
3. Next, we 'work' the media list intensively. We believe that a travel firm that chooses us as its PR consultancy is entitled to expect that we have made submissions to all relevant features planned by media on the media list. We pay particular attention to features planned by high-profile media such as national newspapers and leading consumer magazines. We also pay careful attention to regional newspapers, whose travel sections are often extremely influential for people who prefer to buy the regional newspaper rather than a London-based national. We also pay careful attention to travel trade press features because of their immense importance among travel agents.
4. We submit incisive, clearly-written accurate and pithy editorial material to features. Our executives all have a journalistic background and know how to summarise key points in a few words.
5. We have considerable experience of arranging press facility visits that allow journalists to conduct a 'review' of a travel company's offering and write it up in an editorial submission. We are aware of the importance of carefully defining the scope and nature of the review before the journalist is sent on a trip and we expect journalists to sign a letter of agreement with us that stipulates when the feature will appear, the amount of coverage our client can expect, whether photographs will be included and other key points. We also insist that journalists put the client's contact details at the end of the review.
6. We are adept at coming up with creative ideas, ranging from competitions

through to strategic development plans that can take a client's business in to a new dimension. These ideas play a key role in helping to advance our travel clients' commercial agendas, to reach their target market and bring in the business they need.

[Top](#)



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Home
About Us
Services
Clients
Articles
News
Public Relations for...
The Internet
Contact



[Previous Page](#)

What we offer travel companies

Examples of the types of activities we regularly undertake for our travel clients include the following:

Overall campaign management - We run the entire campaign for you, ensuring that every aspect of the campaign is attended to and energy is directed at the right time and to the right effect.

News stories - an essential element of our work as a travel PR consultancy is researching, writing and distributing press releases to the travel trade and the consumer press. These press releases will obviously be tailored to the particular needs of the media that receive them. Travel trade media releases, for example, need to embody an acute understanding of what motivates travel agents and what their own agenda is. Press releases for the consumer press on the other hand, must show a similar awareness of what is likely to motivate consumers. Generally, the news stories we put out on behalf of clients in the travel industry to the consumer press relate to new price deals, new developments in existing offers, last-minute discounts, new types of package, destination information and so on. For the travel trade press, we typically put our stories about new offers and our clients' viewpoints on key trends in the travel industry.

Travel trade press - We maintain regular contact with all of the most crucial and influential travel trade journalists. We keep constantly up-to-date with what features and special issues they are planning. By being aware of what is on the horizon, we maximise opportunities for our clients to appear in trade features and articles relevant to their business.

Full-length articles - at Da Vinci we pride ourselves on our excellent writing skills. As well as writing full-length articles under our own names in the travel and other industry press, we have outstanding track record for placing full-length 'ghost-written' articles in our clients' media of choice. These articles are written by Da Vinci, using our clients' views and thought content, and published under the client's by-line with accompanying contact details. We have found this to be an excellent way of getting a client's message across, and creating that all-important differentiation of their offering and company.

Syndicated articles - Another vital tool in our PR armoury for clients is the syndicated article. These are articles again, ghost-written by Da Vinci and published under the client's by-line with contact details. We distribute to non-competing regional newspapers and magazines around the country, thereby achieving an effective blanket coverage of the client's message and maximising their profile among target audiences.

Press trips - Of course, persuading journalists to come on an all-expenses paid trip to a pleasant holiday destination is not a particularly arduous task. The skill comes with identifying which opportunities will reap the greatest rewards and result in the greatest revenue. Da Vinci is expert at strategically identifying press events that will result in the most effective and impactful coverage.

Broadcast media - we maintain regular contact with television and radio journalists and invite them to film or record programmes about our clients where appropriate.

Online media - we achieve regular coverage for our clients with on-line travel portals and other relevant and high-traffic travel websites.

Surveys and Competitions - We are skilled at devising and carrying out major national surveys and competitions on behalf of our clients. Both of these tools are excellent ways of achieving widespread publicity in the full range of media from national newspapers to consumer glossies and trade press.

These are just some of the ways in which Da Vinci can make a major impact on a travel firm's bottom line. Ultimately, we believe that carried out with thought and care, travel PR can dramatically boost a travel company's success. This is what Da Vinci Public Relations strives to do.

[Top](#)



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- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact



[Previous Page](#)

[Next Page](#)

Step 3: Writing the Press Release and Media Briefing

Once the media list has been finalised and you've approved it, we write the material to launch the campaign.

We start with a media briefing. This is a 2,000 or so word document, written in journalist-friendly language, that gives editors and journalists a flavour of your organisation and its unique areas of expertise. It also offers a list of subjects that you would be happy to provide articles and expert comment on.

We then write a press release on a thoughtful, interesting, newsworthy subject generated by your organisation at the time of the campaign launch.

What if you feel your organisation isn't doing anything particularly newsworthy at the moment? Don't worry. We are adept at generating authentic and interesting news stories that you yourself may not have identified, but which journalists and editors will love and want to use.

Step 4: Launching the Campaign

Once the media list is finalised and the media briefing and press release have been fully approved, we launch the campaign by sending out these three items - along with a covering letter - to every media on the media list.

(We often customise the press release for media in different industries to show clearly why the story is specifically relevant to their publication or programme.)

Click for [Step 5: Chasing Your Press Release and Media Briefing](#)

[Top](#)



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[Home](#)
[About Us](#) ▶
[Services](#)
[Clients](#) ▶
[Articles](#) ▶
[News](#)
[Public Relations for...](#) ▶
[The Internet](#)
[Contact](#)



[Previous Page](#)

[Next Page](#)

Step 7: Chasing the Thoughtpiece Article

About a week after submitting it, we chase the article by telephone and email.

We find thoughtpiece articles are an extremely potent promotional weapon. We frequently achieve over twenty different acceptances from editors who agree to publish versions of the article.

Sometimes the article is accepted without alteration. More often, the editor will ask us to make specific changes so that the article fits exactly with the journal's agenda and content.

Again, we use the telephone conversation to explore additional editorial opportunities for you. We discuss with the journalist whether there are any relevant forthcoming features on which you can provide expert comment, or the journalist may even request a full-length interview with you on a subject they are planning to cover.

Step 8: Achieving Editorial Coverage

This is the really fun part: seeing the full-colour full-length article written by you or a senior colleague, and displaying your organisation's full contact details - and perhaps even a photo - in the media most important to you.

As we've already mentioned, these articles are designed to generate new opportunities for you from your prospective customers, and additional levels of goodwill and commitment from existing ones.

You can also use your published articles in own marketing activities. For example:

- You can send copies of your hot-off-the-press article out to prospective clients along with a stunningly-written letter (we are also expert at writing 'killer' business development letters that really get results.)
- You can post the article on your website (subject to clearance with the journal)
- You can display your burgeoning file of articles in your lobby for visitors and prospective clients to see.

We always send clients two copies of all editorial we achieve for them. We also compile our own portfolio of your coverage which we keep at our own offices.

To see an example of the article coverage we have won for one of our clients, Charteris plc, over the past two years, please [click here](#).

Click for [Step 9: Tracking the Campaign's Progress](#)

[Top](#)



- Home
- About Us ▶
- Services
- Clients ▶
- Articles ▶
- News
- Public Relations for... ▶
- The Internet
- Contact

[Previous Page](#)

[Next Page](#)



Step 5: Chasing Your Press Release and Media Briefing

We normally chase the submissions about a week after distribution. We do this by speaking with every journalist and enquiring whether they have seen the release and whether they're going to use it.

Thorough telephone chasing of editorial submissions is a vital element to our campaigns. This is because telephone conversations give us the opportunity to enter into discussion with the journalists and to generate further opportunities for publicity on your behalf.

We typically discuss the journalist's *own* editorial requirements, and what upcoming features they are planning. We may also thrash out possible article ideas, and put you forward as a provider of expert quote and soundbites on subjects relevant to your business activity.

These conversations frequently lead to an opportunity for publicity in one or more of these categories.

Step 6: 'Thoughtpiece' Articles to Showcase Your Talent

The campaign will involve creating a variety of editorial materials on your behalf in addition to regular press releases and the media briefing.

A tool that we find has potential to make a tremendous impact is the 'thoughtpiece' article that we ghost-write on your behalf. These articles can convey a great deal of information about your organisation's expertise. Thoughtpiece articles are designed to showcase your expertise and knowledge in a subtle and highly effective way: by discussing leading-edge issues crucial to your industry, profession, and customers.

These articles often explore a problem currently facing your customers and provide your solution to that problem. They offer a real platform for convincing your customers that you are an approachable, knowledgeable ally with the expertise to help them.

As we mentioned, we try to take up a minimum of your time, so we usually gather the material we need to write the article from just one telephone call, email or face-to-face briefing.

When you have approved the completed article, we submit it to the media on the list along with a carefully worded email that introduces your organisation, its senior executives and talks briefly about the issue explored in your article.

Perhaps you are hesitant to have an article published that gives away your company's hard-earned intellectual property free of charge? Don't worry. There is a limit to what can be said in 1,500 words; the article is designed to whet the appetite and stimulate interest in you and what you do. If readers want full satisfaction they will need to get in touch with you directly. We even make that easy because most articles are published with your name, phone number and email address.

Click for [Step 7: Chasing the Thoughtpiece Article](#)

[Top](#)

