

12 Reasons Why a Business Seeking Government Work Needs PR

There is a significant value of investing in public relations strategies, programs and tools when seeking government contract work. It isn't just about churning out proposals.

Government contracting is a complicated process, and successful business development is key to creating the relationships that will open doors to winning contracts.

1. Seek a public relations expert
2. Think like a reporter
3. Have a good story...then TELL it!
4. You need a great message!
5. It isn't just about churning out proposals
6. A PR consultant can help a company from being considered a "novice" business by avoiding these 3 mistakes:
 1. Don't try to market to every federal agency that MAY be a potential customer. Instead target the top 5 or 10 agencies.
 2. Don't bid on every contract. Pick and choose those that you can effectively manage. *(Companies have gone out of business "winning" contracts they cannot perform)*
 3. Do not try to be all things to all people. If a company goes outside of their core competency, they will likely lose focus and confuse buyers and program managers.
7. Why you shouldn't do it yourself!
8. Be consistent in your approach
9. Public relations experts can help with positioning stories in print, electronic and internet locations
10. Be smart about "delivery vehicles" – traditional and new media
11. Your company needs a crisis communication plan – *before the crisis*
12. Failing to see marketing's role in driving revenue, gaining market share and shaping mindshare – a PR Pro can navigate!

EXTRA! Shaping what contract officers and decision makers think of company "X" is a particular strong suit for a public relations consultant

