

## Highlights of BSAS Career Related Events

### **PR Competency: For Your Firm and Your Career**

Could you benefit from the boost to your firm's reputation that comes from being quoted in national publications? Lisbeth Wiley Chapman provided many practical tips in "PR Competency: For Your Firm and Your Career," her March 10 presentation to the Boston Security Analysts Society.

One section of Chapman's presentation focused on the main components of your media kit. They include:

- Bio, updated photo, and credentials
- Story idea lists
- Pre-existing media clips
- Pitch letter and news release
- Corporate capabilities brochure
- Image of website home page

Your bio should be a marketing document, not a dry chronological document starting with your academic history. "Tell people what you do, for whom and with what expected results," recommended Chapman. For example, her tag line is: "Delivering Clients and Assets to Investment Advisory Firms."

Don't dismiss a professional "head shot" photo as the indulgence of a vain person. When most people scan articles, they look first at photo captions, said Chapman. Making your photo available to reporters could win you more attention than other folks quoted in the very same article.

Creating a list of story ideas may sound daunting, but you've got a ready supply of ideas in the questions your clients ask you. Listen carefully to their questions touching upon issues that you'd like your practice to deal with. For example, if you're expert in intergenerational wealth transfer, pitch those topics to reporters. Being quoted will bring you more clients in that area.

Are you interested in more PR tips? Contact Chapman at 508-479-1033 or [beth\\_chapman@inkair.com](mailto:beth_chapman@inkair.com).

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