

Heather Holtschlag Public Relations

The Basics

Avatar:

- Males and Females
- Primary Care Physicians in Western Pennsylvania (Can this be defined further or do you think that is too limiting? Meaning are you targeting primary care physicians only in private practice? Only physicians in certain geographies, only physicians that are just starting out or very seasoned physicians, etc.?) Look below for other ways to identify your avatar or ideal client.
- Age late 20s to early 50s (so you are focused on new physicians and seasoned physicians?)
- Annual Revenue: \$200,000 to 500,000
- Annual Marketing Budget: \$10,000 – this would give me room to work with others on an as-needed basis, such as graphic designers, photographers, website developers, etc. (what do you mean give you room to work with others? As a PR specialist, do you normally work with all of these people to handle all the PR needs of your clients?)
- Excellent communication skills
- English as native language
- Primary care physicians with a large patient base
- Primary care physicians who publish studies in medical journals and participate in clinical trials
- Primary care physicians who can make the time to do interviews when needed

Where can I find my ideal client?

- Womens' groups: MOPS (women/mothers may be married to physicians), local women's community group
- Golf clubs and country clubs (opportunities for advertising)
- Monthly healthcare newspaper called Western Pennsylvania Hospital News
- Local churches/synagogues
- Local chamber of commerce
- Social media: LinkedIn, Twitter
- Connections through Wise Women, a website run by a local community leader that highlights local women who are doing amazing things
- Mailing list services
- Current connections from my 15+ years of healthcare public relations experience

What can I do better than anyone else?

I have the ability to recognize a GREAT media story, as well as put together all of the components of the story that will ultimately make the reporter and client extremely happy. I have an uncanny ability to know what a reporter wants and how to fit all of the pieces of the puzzle

together -- from coordinating the interview with the expert physician to finding the perfect patient to profile.

This is great! To dig a little deeper, what is the biggest result your clients receive by working with you? I wanted you to answer these questions so you can start thinking about your USP, which will drive all you're branding.

Have you thought about creating some type of tagline to go with your brand? Like "Helping Clients To tell a Better Story for 20 years" or "Building Communication.Awareness.Connections" I have had trouble with my own tagline, so I might actually hire someone to help with that. But you might want to put some thought into that as you set the foundation for your business. One tagline I might change to is "freedom to watch your kids grow, while growing your business" but taglines are tough, because I'm still not completely happy with mine yet =)

Also, do you still want to use your name as your brand? I think it is fine and can have many advantages, but just something to think about.

The Person

- Name
- Age
- Married
- Sex
- Children
- Education Level
- Job Title
- Household Income

Their Business

- Industry
- Sales Role
- Annual Revenue
- Number of Employees
- Location
- Years in Business