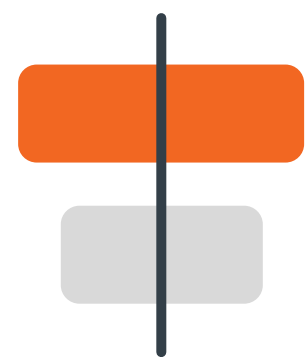


# BEST OF THE PR MAVEN®: THE TOP 21 OF 2021

1. BE POSITIVE
2. GO BACK TO SNAIL MAIL
3. PROTECT YOUR REPUTATION
4. FOSTER PERSONAL CONNECTIONS
5. DO YOUR HOMEWORK
6. ADD A BRAND TOUCH
7. KNOW YOUR TARGET AUDIENCE
8. KNOW YOUR STRENGTHS
9. START WITH 'WHY'
10. WALK A MILE IN YOUR CLIENT'S SHOES
11. MAKE FRIENDS WITH SOCIAL MEDIA
12. GET CREATIVE WITH ADVERTISING
13. BUILD CORNERSTONE CONTENT
14. EMBRACE DIGITAL
15. CONTRIBUTE TO THE COMMUNITY
16. TAKE ONE STEP AT A TIME
17. ALIGN PASSIONS WITH INSTINCTS
18. IF YOU MESS UP, FESS UP
19. BUILD YOUR BRAND THROUGH CREATIVE MULTIMEDIA
20. PROMOTE YOURSELF
21. BECOME AN EXPERT



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