

SURPRISE, DELIGHT AND OTHER SUREFIRE PR SECRETS THAT WORK.

Credit for concepts to Kat Child

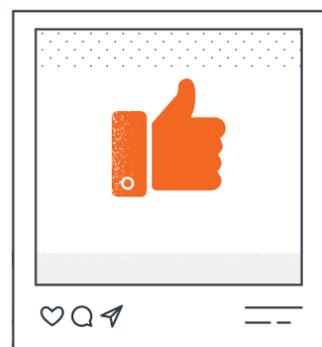


EMBRACE OPPORTUNITIES TO STRAY FROM THE ORIGINAL PLAN

"It speaks to the power of what we can do when we take a different approach," Kat notes.

CONNECTIONS RULE

Even if a new job doesn't seem to be at stake when you make a new connection, it's worth exploring the relationship, anyway. There's always an opportunity to learn from that relationship in the short-term — and a job opening could always come up later on. When Kat first connected with the team at Marshall Communications, for example, there were no positions up for grabs. She had an informational interview... and the rest is history.



STOP THE SCROLL BY USING SURPRISE AND DELIGHT

Like most of us, Kat is all too familiar with the endless scroll of social media. In order to break through that scroll and help her clients gain attention among media and consumers, she prioritizes two concepts: surprise and delight.

YOU CAN NEVER BE TOO CURIOUS

Curiosity is another key element to Kat's approach to PR.

"I think, in your personal life, having that appetite for reading or listening to podcasts or going to museums — things seemingly unrelated to work — can evoke an inspirational mindset that can really help you in your work," she says.



'GOOD ENOUGH' DOESN'T HAVE TO BE THE STANDARD

Whether you work in PR or bring your expertise to another field, Kat is here to remind you that there's no need to settle in your professional life. Her own career path from aspiring marine biologist to public relations success is proof that satisfaction on the job is always worth a few extra twists and turns.

WANT TO LEARN MORE?
LISTEN TO EPISODE 98 OF THE PR MAVEN® PODCAST.

