

THE MOST COMMON BARRIERS TO BUILDING YOUR REPUTATION &

how to overcome them

An easy to action guide empowering
you to build the reputation you deserve

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LET'S BREAK DOWN *your barriers*

As a business leader, you're already managing a significant load, leading your business and your people to growth. But you know you should be building your reputation at the same time because you've seen other leaders do it and you know it will help your business grow or get you where you want to be.

So, how do you fit it in? How do you start building relationships with journalists? How do you decide what to say? To who? And how do you do it so you know it's achieving growth for your business? How do you do it so your reputation is an asset that delivers returns for you over time?

Here are the most common barriers we help leaders overcome, so they can build their reputation with purpose and authority and it delivers long-term growth for their business and their career.



Angela Cross
Founder, PilotPR

BARRIER ONE:

I don't know where to start...



BARRIER ONE:

I don't know where to start...

Many leaders feel like they have eyes on them when they first start being more visible, so they don't want to make any mistakes. Plus, when we think of business leaders with well-known profiles, we think of Elon Musk, Richard Branson and Jeff Bezos - a mistake in itself.

It's taken leaders like these decades to build the audiences and following they have today. They started small and built their audiences so their reputation is a tool for driving their business to further growth.

Start by looking at the leaders who have public profiles and pay attention to why you like them.

Is it their style? Their content? Their position on social issues?
Do they write? Do they use video? Are they on panels or webinars?

Keep a tally of the elements you think will work for you as you start. You'll start to see a theme and when you break it down building your reputation feels more achievable.

BARRIER TWO:

I don't have time...



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I don't have time...

Most leaders don't have time and any spare time you do have is spent on the business.

Building your reputation won't happen without you, you'll need to make some time, but every leader who builds their reputation has support to make it happen.

If time is a barrier for you:

You shouldn't do it all. Think about the parts you want to do (and will enjoy) and outsource the rest.

Going to start writing a blog? Someone can research the posts for you.

Want to build a media profile? Someone can prioritise the journos and pitch the interviews.

Want to write a blog but writing isn't your strength? Get a copywriter to interview you and draft your articles based on what you say.

BARRIER THREE:

I don't know what to say...



BARRIER THREE:

I don't know what to say...

Before you get started, many leaders put too much pressure on themselves to be a thought leader on a topic from the outset.

Finding your passion topic takes time and isn't something that should be forced.

If you're struggling with what to say:

- Look at the leaders in your industry and pay attention to what they're not saying. It's just as important to find a topic that will allow you to 'own a space', otherwise you're just shouting into an already crowded room.
- Keep a log of the problems your people, clients, network and industry come to you with.

Often, the problems you solve as a leader are problems others have and you can build your reputation on helping people solve those problems

BARRIER FOUR:

I'm worried I'll be criticised...



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This is not something you should be worried about at the beginning; the trolls come once you're famous!

When you first start out you'll either experience two things: your network will comment on how great it is to hear your insights OR it will take a few months for your network to start paying attention and initially you'll wonder if anyone is listening at all. They will be.

If potential criticism is your hurdle: Ask two to three trusted peers to review your first few posts/videos/articles and give you their honest opinion so you can make adjustments ahead of posting or publishing.

Give yourself an audience of one. So when you're getting ready to post or publish, know exactly who you're doing it for and why and do it just for them

BARRIER FIVE:

I'll isolate myself...



BARRIER FIVE:

I'll isolate myself...

If you build your professional reputation based on what you're passionate about, and someone doesn't want to work with you because of that opinion, aren't you easily circumventing an unfulfilling working relationship before it's started? Better that way than the other.

Sharing your passion topics opens the doors to clients and partners who share those passions too, building better working relationships and ultimately helping you achieve more growth faster.

If you're nervous about isolating stakeholders:

- Start slowly
- You don't need to come out on your soapbox with a strong opinion on everything
- Start sharing the news of your business and industry.
- Start sharing what you're reading and the problems you're solving for your clients and people and the rest will follow

TAKE A MOMENT FOR YOURSELF...

What are your barriers?

While this guide covers five of the most common barriers our clients overcome when they decided to build their reputation, these aren't the only ones.

The barriers you need to overcome may be completely different to someone else. Don't worry about it. The main thing to pay attention to is that you're reading this guide, which means you're motivated to overcome your barriers, whether we've covered them on these pages or not.

Some of the other barriers we help our clients overcome are:



A past negative experience with the media. We help our clients get clear on the select media they need to know and coach them on how to talk to journalists



I don't know how to write: having a blog is right for some and not for others. We create strategies for our clients that work with their strengths



I need to be everywhere. No you don't! We get you clear on your audience, so you're building your profile on the right platforms, not *all* the platforms



I'll get to this one day... If you think building your reputation is something that will grow your business or get you to the c-Suite faster, you're probably right. If not you, then who?



A negative Google profile. The Google negative results will stay for as long as you hide from them. We helped a client who had hid from his results for a decade

Are you ready?

We have clients who've been told they've gone from 'nowhere to being everywhere'. We've got media coverage for clients in outlets they've previously been 'unable to crack'. Our purpose-driven strategies get great results for clients, but they also know their 'why' for doing the work on their reputation. It's helping them grow their business. It's helping them build a career with meaning. It's helping them make change.

So, how do you start building your reputation? Well, you just start. With us and our methodology by your side.

We work with our clients in three ways:

- 1 Done by you:** we create a strategy together with you that ensures you own a space, identifies your pillar topics, key messages and your platforms. It gives you a program to follow. Period: 6-8 weeks
- 2 Done with you:** we deliver everything above then we work alongside you for three months to get you started, identify opportunities you might miss, prepare you for media opportunities etc. Period: Four months. This is our most popular offering
- 3 Done for you:** we create your strategy and we work alongside you and your team to implement your bespoke program. We are your personal reputation strategist for a year. Period: 12 months

If you'd like to talk about how we can help you so you're positioned as an expert from the start, email us at angela@pilotpr.com.au

We'd love to hear from you.



A FEW WORDS FROM *our clients*

“Earlier this year, I acquired the Australian operations of FutureBrand, a global transformation company. One of the most important tasks was the announcement of the acquisition and subsequent promotion of the new ownership. Having engaged Ange, she has helped us take full advantage of the opportunity, helping to guide our messaging, secure the right kind of coverage, and provide strategic counsel at key points along the way. Ange is now very much part of our business and she plays a valuable role in managing our profile and supporting our growth for the future.”

Rich Curtis, CEO FutureBrand Australia

“I have been very fortunate to work with Angela for over seven years and during this time she has always been very professional, responsive and provided excellent counsel. During my career I have worked with some highly regarded and well-known brands; having Angela alongside me and the organisation is always comforting, as I know the reputation of the organisation and myself is in great hands.”

Meredith Staib, CEO, Royal Flying Doctor Service, Queensland Section

“I have had the great fortune of working with Angela for over ten years. Angela takes the time to gain a deep understanding of not only your objectives, but the values of both your organisation and the key stakeholders she represents. This understanding translates into highly personalised ‘Public Relations’ advice that ties back to activity directed at achieving objectives. I love working with Angela and have total confidence that I will get unfiltered, educated advice.”

Cameron Pearson, CEO Virgil Assist

A white, geometric tunnel with a bright light at the end. The tunnel is composed of white, angular walls that create a series of triangular and polygonal shapes. The walls are illuminated from within, creating a bright, glowing effect. The floor is also white and reflects the light. The overall atmosphere is clean, modern, and futuristic.

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