

18:25:20 One, two, three.

18:25:32 Hello. And welcome back to the six degree with Emily Merrill,

18:25:35 the podcast where we grill our guests about the things that make them

18:25:37 tick and find out how human connection plays a role in their life.

18:25:40 I'm your host, Emily.

18:25:41 And today I am so freaking excited to have my dear friend Lexie Smith.

18:25:45 Founder of the PR bar as our guest Lexi, welcome to the show.

18:25:48 Hello. I'm so excited to be here.

18:25:51 I think first and foremost, just because we're technically at a bar,

18:25:56 the PR bar.

18:25:57 Should we put ourselves a drink? I, you know, I'm always game.

18:25:59 So, what are we drinking today?

18:26:03 Well,

18:26:04 can we pretend it's five o'clock because currently drinking kombucha,

18:26:07 but.

18:26:15 [unknown] not yet.

18:26:18 Give me four hours and I will be pouring myself a nice glass of Pinot

18:26:22 noir, actually spirit, horse Pinot noir, because it just got a bottle.

18:26:25 Ooh, I love it. I will be poured myself,

18:26:27 a glass of Cabernet Franc from spirit, horse, and Oh s**t.

18:26:31 We need to have Heather on this podcast. That's a good reminder.

18:26:33 I'll reach out to her.

18:26:37 It's a good reminder during it, but I've been,

18:26:39 I was telling Greg we're going through spirit,

18:26:41 horse way too quickly for like the cost of the wine.

18:26:45 We're drinking it. Like it's.

18:26:46 The preset or something it's because it's that good,

18:26:49 but it is a nicer, nicer wine. So we should,

18:26:51 we should drink it on special occasions, but it's just so damn good.

18:26:54 And every day is now a special occasion in my life. I'm like,

18:26:56 you know, saving for special moments. Is that worth it? Yeah.

18:27:00 What today? It's Wednesday. It's a special moment.

18:27:02 It's been a whirlwind.

18:27:03 I love it.

18:27:08 So Lexi tell us, we know that it isn't an actual bar disappointingly,

18:27:11 but can you tell us what the PR bar is and where we can pull up a

18:27:14 chair?

18:27:16 Yet. We'll see. Just kidding. I don't have any brick and mortar plans.

18:27:18 I don't want it.

18:27:19 Get everyone excited about that.

18:27:26 Yeah.

18:27:27 So the PR bar inc is a online brand really.

18:27:31 And the short of it is I teach entrepreneurs how to do their own PR

18:27:35 through a couple different programs.
18:27:36 So that's a super short elevator pitch.
18:27:39 Wait,
18:27:40 and I love that your program though continues playing with the theme
18:27:43 of bar. I'm a, I'm a.
18:27:51 I'm such like a guilty pleasure for puns and like spin off of names.
18:27:55 So can you tell us what that program is? Of course I can.
18:27:57 So my main program is called pop fizz, Clinc.
18:28:00 Cause I also agree in celebrating all of life's wins,
18:28:03 no matter how small.
18:28:04 And it doesn't matter, you can be sober and you can still do her.
18:28:06 You can drink some Martinelli's it does not need to be alcoholic.
18:28:09 So I love it. So PR is one of those things where,
18:28:12 when I first started as an entrepreneur and as other.
18:28:15 Pure entrepreneurial people surrounded me.
18:28:16 We people took different approaches.
18:28:29 Some people put all of their eggs in the PR basket and we're like,
18:28:32 Oh my gosh,
18:28:33 I need to get PR the only way to make my business successful.
18:28:36 I now have to still mean I need to get a publicist.
18:28:38 And then there are other people that did more marketing did like
18:28:41 newsletters focused more on Instagram, building their following.
18:28:45 What is your feeling?
18:28:46 Like if you're just starting out as an entrepreneur, a business owner.
18:28:49 Should people go all in and invest in PR and hire a publicist.
18:28:51 So.
18:28:52 The first thing too.
18:28:57 Understand is what is PR and I think there's a huge misconception
18:29:01 there of what it is. Is it always the smartest thing to, to,
18:29:04 to immediately pour all your cash into an outsource agency? No,
18:29:08 I don't believe it is. Can that make sense?
18:29:10 Yes, but to kind of back up, the first thing to address is.
18:29:13 What is PR right.
18:29:14 And we typically think of PR as magazines and TV shows,
18:29:18 or you think high level.
18:29:20 Corporate.
18:29:21 Crisis communications. That's nine times out of 10.
18:29:24 What people think PR is, but really it's, it's so much more than that.
18:29:27 And it's an umbrella of organic marketing.
18:29:38 So I'm a pro starting to grow your brand in organic channels until you
18:29:43 understand what works and then we can add some money to them, right.
18:29:46 To accelerate. So that's the quick, the quick answer, where do you,
18:29:49 do you want to dive into any, any part of that?

18:29:51 Yeah. So I think,
18:29:52 can you define the difference between like what PR is and marketing?
18:29:56 Cause when I think of.
18:29:57 I used to work in marketing, uh, back in, back in the olden days,
18:30:00 I used to work in marketing and people would always lump us as PR.
18:30:03 They're like, Oh, well, you're going to do the PR marketing.
18:30:05 I was like, I don't, I don't know how to do the PR.
18:30:07 We have a whole PR team for that.
18:30:08 So can you kind of differentiate it and break it down for us?
18:30:11 What the differences between the two entities.
18:30:21 Yeah.
18:30:22 And PR and marketing are best friends that often get confused right
18:30:26 there. Like twin sisters, they have different personalities,
18:30:28 they have differences, but from the outside, looking in,
18:30:31 people often mix up their names. So.
18:30:33 I love that.
18:30:34 Thanks.
18:30:35 I'm going to use that that's a new.
18:30:36 One for me.
18:30:37 I was going to say where it's like us looking at, you know,
18:30:39 like super blonde, super brunette.
18:30:40 Yeah, exactly.
18:30:48 So here's like a really, really quick definition of PR.
18:30:52 And then I'll tell you how that's different than marketing.
18:30:54 So PR is the art of cultivating opportunities through strategic
18:30:58 relationship building and maintenance. Okay.
18:31:00 That's just hold on to that for a second.
18:31:02 That can mean a lot of different things.
18:31:04 Marketing for visuals. Think of marketing as an umbrella,
18:31:08 and I'm holding up my arms as an umbrella, which no one else can see,
18:31:10 but that's what I'm like. It's to see right now.
18:31:11 PR is a panel on that umbrella.
18:31:14 So because of the hierarchy, there are some differences.
18:31:17 For example.
18:31:18 Marketing's 100% proactive.
18:31:20 So we're going to launch a campaign to get email subscribers.
18:31:28 Where PR can be both proactive and reactive,
18:31:30 so proactive because we are, you know,
18:31:32 maybe pitching for coverage reactive. If something happens,
18:31:35 we have to go into crisis communications mode.
18:31:44 So that's one quick difference. We also look at different metrics.
18:31:48 So marketers might be looking at the click-through rate of an email
18:31:50 where a publicist might be looking at the share of voice.

18:31:53 So how much is your name showing up on Google over your competitors?
18:31:59 Another difference is in this,
18:31:59 I think is the biggest who we're talking to. So in marketing,
18:32:03 you're talking to the buyer pretty much, that's it? The consumer,
18:32:05 the buyer.
18:32:07 And PR.
18:32:07 There's actually six different audiences.
18:32:13 That you might be trying to communicate to.
18:32:15 And it all comes back to the word of relations.
18:32:18 Public relations is about relationships.
18:32:20 It's tactics that help us increase our brand awareness and really
18:32:23 strengthened.
18:32:24 Relationships.
18:32:25 So I'm going to pause. That was great. No.
18:32:27 Sign us up for the PhD level of PR PR one Oh one and one Oh two with
18:32:31 Lexi Smith.
18:32:32 So first and foremost, I think back to the visual,
18:32:35 it's important to like think of the PR.
18:32:36 Characters that we know in love on television.
18:32:45 Like I think of the Samantha Jones of sex in the city.
18:32:47 I think of like Olivia Pope's,
18:32:49 that's more the crisis management PR like fixing it and then there's,
18:32:53 um, actually those are the only PR people I can think of on TV, but.
18:32:56 Those are the two main ones. Yeah, those are the main ones marketing.
18:32:59 I don't know any marketing people and television. So that's it.
18:33:01 That's your visual for PR and we'll leave it there.
18:33:06 Um, so, you know, before you started in, uh, the PR bar,
18:33:09 you were a very successful publicist doing public relationship.
18:33:14 Public relations relationships as I call them.
18:33:16 Two companies to tech companies. Now you're teaching PR.
18:33:19 Why are you teaching it versus doing done for you?
18:33:24 Yeah. So to take you step further back to give you context,
18:33:28 I started in agencies.
18:33:29 I then went in-house.
18:33:32 And then obviously now I'm a business owner and throughout those
18:33:35 experiences,
18:33:36 I noticed a few things.
18:33:39 One, I loved too. We'll call it coach.
18:33:41 Cause that's the buzzword these days.
18:33:52 Essentially, whether that be the team I was managing,
18:33:54 whether that be the entrepreneur that I was working for,
18:33:56 the CEO whose company I represented,
18:33:58 there was an element where I had to teach them about PR and I loved

18:34:02 that. So.

18:34:11 That's one, that's one category. The other is,

18:34:13 I felt like there's 1,000,001 not. I felt like there is,

18:34:17 there are 1,000,001 different agencies out there that can do it for

18:34:22 you.

18:34:23 There wasn't at the time of me launching a lot of the other option.

18:34:26 I really strongly believe in know that you can do PR yourself.

18:34:31 And actually,

18:34:32 I think you're going to be a lot better off if you understand how PR

18:34:35 works.

18:34:36 Before you outsource.

18:34:37 Cause then you can lead from a place of informed strategy.

18:34:39 So long story short, I mirrored my passion of teaching with a need.

18:34:43 I really saw in the market that wasn't being met and wallah.

18:34:46 The PR bar.

18:34:47 And the fear and the fear right here we are. Um, and I love that.

18:34:50 I love the fact that you're,

18:34:51 you're teaching a man how to fish versus fishing for them.

18:34:54 Like you're going to leave them a lot more full and satisfied at the

18:34:57 end.

18:35:01 So in terms of starting to do your own PR,

18:35:03 what are some tools and resources that you recommend?

18:35:05 People kind of keep in their back pocket before they hire someone like

18:35:08 Alexi Smith or the PR bark to teach them how to do it.

18:35:11 Well, the first, just their first step in their journey at, well,

18:35:14 first off I can I say you can Google your way into a PhD in anything.

18:35:17 Do some research and understand what your market options are.

18:35:43 But if you've decided, okay, I'm going to do this myself.

18:35:46 The first thing you need to do is get your assets in order.

18:35:49 So tell us what, what you mean by that.

18:35:51 So your PR assets,

18:35:53 so you want photos and specific types of photos.

18:35:56 You want different links of bio's and by-lines,

18:35:58 you probably want a media kit.

18:36:00 You should have a website if you're looking to get digital press.

18:36:03 So it's kind of like when you first start a business and there's some

18:36:05 checks and balances, you have to do like.

18:36:07 Registering with the state and all that fun stuff like that.

18:36:09 Same thing goes for press in order to really be ready to at least to

18:36:13 the press side of PR, because PR is more than just press.

18:36:16 There are a core set of assets that you should have together.

18:36:19 Oh, and then what do you do with said,

18:36:20 what do you do with them once you have them?

18:36:21 Okay. So step one is like the physical assets. Step two.
18:36:24 Goes into, and I guess this would be where I should explain.
18:36:27 Cause I keep.
18:36:28 Hinting at these other parts of PR, right? So there are six.
18:36:32 Relations of PR there's public relations.
18:36:35 So your relationship with the public community relations,
18:36:38 your relationship with communities, either physical,
18:36:40 where you live or great online communities, like six degrees.
18:36:43 Then there's.
18:36:44 Yeah.
18:36:45 There's your five bucks.
18:36:46 Industry relations.
18:36:47 So really your relationship as a brand with others in your industry.
18:36:50 Then there's customer relations.
18:36:51 Media relations and then investor relations. So.
18:36:56 Your next step is to start with your objective.
18:36:59 So are you a product based business? Are you a coach?
18:37:01 Are you a brick and mortar? What's your goal?
18:37:06 And decide which of those six relations you need to focus on to reach
18:37:11 your goal? Because this actually goes back to your first question.
18:37:17 That's how you're going to know if you need to immediately focus on
18:37:20 media or maybe actually it's the better place to start is in groups
18:37:23 like six degrees and working on your community relations. So.
18:37:26 To summarize that step two is outlining your objective and understand
18:37:30 which relationships you're going to need to focus on to achieve those.
18:37:33 Oh, I love that. And then, um, you know, I've played around with.
18:37:38 I've I've worked with a publicist before I've worked with a PR agency
18:37:40 before I've worked. I've done my own PR before.
18:37:45 Um,
18:37:46 but I've found that the common denominator with all of those things
18:37:48 have been the relationships that I've had with the writers.
18:37:50 And getting in front and nurturing those writers.
18:37:55 So if I chose to continue doing the peer on my own,
18:37:58 what is your biggest recommendation for people?
18:38:04 I think there's this like huge intimidation factor of like,
18:38:06 I'm not going to pitch the editor of cosmopolitan.
18:38:08 Like I'm a nobody who am I.
18:38:16 Do you recommend that these people do make these like big pitches of
18:38:19 themselves or in those cases, like,
18:38:21 should they bring on a solo publicist or a PR agency even for.
18:38:27 A day or two to like feel more professional or lastly,
18:38:30 the last option should they create like pr@sixdegreesociety.com as an
18:38:35 email and like,

18:38:36 Yolanda is pitching for them, but Yolanda is actually, you.

18:38:46 Yeah, good question.

18:38:47 I get asked this one a lot and I will say not everyone listening to

18:38:51 this. That's a publicist will agree with me,

18:38:52 meaning there's there's not one right or wrong answer here.

18:38:55 What I have found is actually.

18:39:00 People can be a lot more receptive to founders even then publicists.

18:39:04 It just depends. And I hate saying that,

18:39:06 cause I know it's not a clear answer,

18:39:08 but it really depends on the writer and what's more important.

18:39:11 Then the email address,

18:39:13 because really they're not going to stop and look and like go, okay,

18:39:16 what's this email address?

18:39:17 Did they hire a PR firm or is this an assistant? Right?

18:39:19 They're going to care. What's in the body of the email.

18:39:21 And more often than not founders,

18:39:22 the person who's the most passionate about it.

18:39:25 And that's easier to read.

18:39:37 I'm not saying PR firms are bad, but it's not.

18:39:39 What I am saying is it's not bad as a founder to reach out,

18:39:42 just do so with intention and make sure you're getting the news angle

18:39:46 behind it.

18:39:47 And you have an understanding of PR your PR educated before you do so.

18:39:51 Ooh, that reminds me of another question.

18:39:52 Should individuals are founders or solo preneurs be pitching their

18:39:56 founder's story or should they be pitching their, their business?

18:39:59 Both depends on what they're trying to achieve. So.

18:40:01 What is your business? A,

18:40:03 are you a product based business or your service based business?

18:40:05 It's going to depend and.

18:40:07 What are you hoping to achieve with press? Is it sales?

18:40:10 Is it thought leadership status? Is it credibility?

18:40:12 Based on the answer.

18:40:13 There's going to be.

18:40:14 A different answer. Right. But usually it's a combination of both.

18:40:22 Founder's story can be one of the easiest ways to get news about your

18:40:27 company, but you can also get news about your company.

18:40:30 It's just kind of work and working all the angles.

18:40:32 Yeah, I, I think that's a great,

18:40:34 great thing for people to do so to recap,

18:40:40 It's important to really,

18:40:41 really hone in and focus on what your objective is in your goal is.

18:40:44 And then kind of look at the drawing board and see what trout Roe do

18:40:47 you want to go through?
18:40:51 Yeah, exactly, exactly. Because I asked this to people all the time.
18:40:54 You know, when I get on calls and they come to me, they're like,
18:40:56 I want to be on Oprah. I want to be on this. I go, why,
18:40:58 why do you want to be on Oprah?
18:41:13 Well,
18:41:14 is it because you want more sales or is it because you want to be on
18:41:17 Oprah? It's fine. There's no right or wrong answer,
18:41:19 but if you want sales,
18:41:20 actually Oprah might not be the right answer for you.
18:41:22 Another outlet might get you more sales.
18:41:24 So it's really important to understand what you're hoping to achieve
18:41:27 with landing press.
18:41:28 And if it's just for the credibility and the cool factor of it,
18:41:31 that's totally fine.
18:41:32 But understand that you're probably not going to go get a lot of.
18:41:36 Sales or traffic if you're thinking of it from, from that way.
18:41:43 I think there is so much an ego behind PR where it's like,
18:41:46 I need to have that, that stamp of approval,
18:41:48 even if it's a small stamp,
18:41:50 but you've been featured in Forbes or been on Oprah or whatnot.
18:41:53 And then you can leverage,
18:41:54 it sounds like you can then leverage that stamped into your marketing
18:41:57 and into hopefully then converting to do sales.
18:41:59 But exactly, you know, who knows if you're on Oprah,
18:42:03 unless you're like Tory Burch.
18:42:04 And I think everyone bought the sweaters are the cardigans or the
18:42:06 shoes. Like the second, she said it was one of her favorite things.
18:42:08 For the most part, like it's a blip in your day. It's not.
18:42:11 You know, if you're in us weekly,
18:42:12 like I'm not going to remember that specific us weekly.
18:42:15 Posting or, or I got, I haven't read us weekly in such a long time.
18:42:18 I don't.
18:42:19 Weekly, truly, still a thing. It's still a thing.
18:42:21 Okay.
18:42:22 But if, you know, if you read that, like,
18:42:23 I feel like you're not going to.
18:42:25 To read it.
18:42:26 And then just go out and buy it unless like you're.
18:42:28 That solves a particular problem that you were hoping to find a
18:42:30 solution for.
18:42:31 Do you happen to pick up, but us weekly?
18:42:32 Right.

18:42:40 You put on a, are you,
18:42:41 you mentioned a good point and I love talking about Forbes because in
18:42:44 the entrepreneurial community, that's like the name that comes to me.
18:42:47 Most that everyone wants. And here's what I tell people.
18:42:49 Eight times out of 10, I'll say eight out of 10, not nine out of 10.
18:42:52 Landing a mention or coverage in Forbes will not immediately drive
18:42:56 your revenue. What's important is what you do with that word.
18:43:09 It's exactly what you pointed on. It's integrating it into your,
18:43:12 your sales copy into your marketing and using the credibility that
18:43:16 comes with Forbes to leverage your business.
18:43:18 Cause that article likely probably won't be doing amazing things for
18:43:22 you in that moment.
18:43:23 Yeah, just legitimate.
18:43:24 Yeah. Yeah.
18:43:25 As like, Oh my gosh, she's made it. She's been in Forbes.
18:43:28 It's kind of, to me, it's funny,
18:43:29 PR reminds me a lot of like getting married.
18:43:31 Where people are really celebratory of,
18:43:33 like when you've been in a particular milestone or if you've been
18:43:35 featured in a place.
18:43:49 And you're celebrated for it, even though, like,
18:43:51 you don't really do anything that unique or special, like,
18:43:54 I feel like it's a shame that were celebrated for getting, I love,
18:43:56 I mean, my, do you think you,
18:43:57 everyone who gave me gifts at our wedding,
18:43:58 but like being celebrated for having someone ask you to marry them,
18:44:02 like is so lauded in our, in our life. And it's such a milestone in,
18:44:06 in a way. I think there's bigger business milestones.
18:44:09 That should be celebrated, celebrated, and, um,
18:44:12 Versus like how I posted I've been in a publication before and people
18:44:16 are like, wow, that's amazing.
18:44:16 I'm like, you didn't even read the publication.
18:44:17 It was one line or whatever it is. So there's like this.
18:44:21 Cool.
18:44:23 Back to your full factor. There's like a cool factor thing.
18:44:25 And I feel like we're missing the Mark on what we're celebrating
18:44:27 about.
18:44:28 Certain things in our life at times, such a good point.
18:44:30 I strongly agree with that from a human perspective. However,
18:44:34 it's kind of like what I consider with social media.
18:44:35 It's one of those.
18:44:37 I guess necessary evils for back, lack of a better word.
18:44:39 This is just kind of how it is right at the moment.

18:44:41 And being in Forbes is going to get you some high-fives and likes on
18:44:43 LinkedIn, whether or not it should that's you know where I am.
18:44:46 Yeah.
18:44:47 Yeah.
18:44:48 You're like, Oh, maybe it should be like,
18:44:49 I sold \$1 million in revenue and that's where like the high fives and
18:44:52 stuff should really be coming in.
18:44:55 And also how cool would it be when you start a business,
18:44:57 you can hold like a baby shower type thing for your business. Like,
18:44:59 hi, I'm looking for a microphone for my podcast and.
18:45:03 A computer that doesn't die on me. And.
18:45:06 Not this chair, all those things.
18:45:07 Can not be a thing. Why is that? Not a thing?
18:45:10 I don't know, maybe this is our next company that we start.
18:45:11 Oh, my God, Emily.
18:45:13 Yeah.
18:45:15 Business business, business showers basically,
18:45:17 or like nobody else take that.
18:45:19 It's already trademarked.
18:45:20 That's right now.
18:45:21 Where do you love that so much? Right.
18:45:24 Like, I think there's just,
18:45:26 there's such a lack of celebration of like new business people.
18:45:33 Starting and, you know,
18:45:34 there's some people that maybe will never get married or choose not to
18:45:37 get married and or choose not to have babies.
18:45:39 We're not giving them like the same celebration.
18:45:41 When they're doing,
18:45:42 they have a different type of baby that they're working on.
18:45:43 Yeah, it's so true.
18:45:44 So true. Yeah.
18:45:46 But anyways, back to PR.
18:45:47 Yes clearly.
18:45:48 I'm on board with all of that.
18:45:50 My Gemini personality is like,
18:45:53 Ooh, shiny, shiny squirrel.
18:45:55 Objects.
18:45:56 Very bank there's food.
18:46:14 Um, okay. But back to PR.
18:46:15 So I've been listening to this podcast all about Brittany Spears and
18:46:18 Brittany Spears enter like war with all the tablets. When, you know,
18:46:22 she got pregnant or like people that sell her pictures and then
18:46:24 remember crazy Brittany Spears days when she shaved her head and took

18:46:27 it. Oh, yes. Yeah.

18:46:29 You know, took an umbrella to immediate.

18:46:30 Person's car.

18:46:32 Can we talk about bad PR? Like, is there such a thing as there.

18:46:34 You know, you hear it? No, PR is bad PR.

18:46:36 But is there bad PR.

18:46:38 Oh, I think there's for sure bad PR.

18:46:39 And here's and.

18:46:41 And I got to go back to that word. What's your objective.

18:46:44 If your goal is just to be an influencer and have your name show up.

18:46:47 Everywhere and anywhere.

18:46:48 And you don't care what people are actually saying then. Sure.

18:46:50 There's no such thing as bad PR,

18:46:52 but if you actually have a goal with PR that there is.

18:47:02 PR that is counterproductive or hurtful to your goal. You know,

18:47:05 if you are a clothing company and you're trying to sell clothes and an

18:47:10 article gets released that you're close, suck.

18:47:13 That's not great.

18:47:15 It's not, it's probably not.

18:47:16 Greatest thing or when Saara had it released that,

18:47:18 like there were workers were passing notes.

18:47:20 Like helped me. I'm captive in like the labels.

18:47:24 That's not cool.

18:47:30 Yeah. I mean, and again,

18:47:32 maybe there's some people with the influencer mindset, well,

18:47:34 at least people are talking about them. Right.

18:47:36 But are they talking about in a way that's driving the action that the

18:47:39 company wants? Probably not.

18:47:41 So then those types of moments, when you do have PR,

18:47:43 and I feel like this year was a.

18:47:44 It's a great example of.

18:47:46 Challenging PR management, like we had.

18:47:48 Hey a pandemic be we had black live matters. Um,

18:47:51 black lives matter and we had,

18:47:52 we had the election or have still have the election.

18:47:59 And how there was a lot of cancel culture out there. Like,

18:48:02 I feel like everyone and their mom, if they didn't do the right thing,

18:48:06 if they didn't post on Instagram,

18:48:08 Blackout Tuesday.

18:48:09 They were canceled if they did, they were canceled.

18:48:12 Like it was like a damned if you do damned,

18:48:12 if you don't for a lot of things, there's a lot of fear.

18:48:14 And Marie Forleo and Jenna Kutcher. And.

18:48:17 Got.

18:48:18 I feel like 19 other people, everyone.

18:48:20 Everyone was slammed or canceled.

18:48:22 How do you bounce back from things like that? And do you have any.

18:48:27 Strategies when dealing with, like,

18:48:29 this is putting your Olivia Pope hat on, how would you right.

18:48:33 Crisis management, these things. Yes.

18:48:35 So that is crisis communications folks. They're absolutely.

18:48:38 Textbook things you can do.

18:48:55 I will say the most important thing above all else though, is mindset,

18:48:59 right? Like you can, yes, we can talk about,

18:49:02 should you be releasing a statement? Should you be doing this?

18:49:04 There are things that by the textbook are correct.

18:49:07 You're still gonna have people mad, even if you do everything perfect.

18:49:10 Like that's the reality of it.

18:49:11 So what becomes more important almost is how you.

18:49:15 Mentally deal with it and understand that you could do everything

18:49:19 perfect. And still people are going to be mad at you.

18:49:22 I've seen it.

18:49:23 So many times I've experienced it.

18:49:26 Probably every single one of my clients are like, I don't,

18:49:27 I'm so annoyed. Like I did everything right.

18:49:29 I'm still getting hate. You're not alone here.

18:49:32 Me people you're not alone.

18:49:34 I mean, actually a perfect example of that is gap.

18:49:37 I don't know if you saw the press this week,

18:49:38 what gap did it's still election week? Just y'all know. It's Friday.

18:49:40 It's the Friday after election. So.

18:49:42 Nothing's happened, essentially.

18:49:43 We're still waiting to figure out dot, dot, dot. Yeah.

18:49:46 Who our president is, um,

18:49:48 The gap released an ad and it was a hoodie.

18:49:53 And it was, I don't know if you've heard this Lexi,

18:49:55 but it was like blue on one side and red on the other side.

18:49:57 And it was like, whatever happens, like let's, let's be United.

18:49:59 And people freaked. Oops.

18:50:01 Uh, oops, sorry, sister called.

18:50:05 Um, people freaked out when they saw this hoodie face.

18:50:15 They freaked out because they wanted, um,

18:50:18 they were like, this is just so tone deaf with what's happening.

18:50:21 And like, that's not the, that's not what they are.

18:50:23 People won't want right now.

18:50:24 And they ended up deleting the Instagram and the Twitter.

18:50:26 And I think kind of just went silent for a little bit.

18:50:29 Do you think in those types of moments,

18:50:30 people should like get ahead of it or any thoughts on like,

18:50:33 A better way they could have handled.

18:50:35 The controversy.

18:50:38 Yeah,

18:50:39 I think you can always do your best to prepare things and you should

18:50:43 be monitoring.

18:50:44 First off, it depends on who your audience is. Right.

18:50:46 I think that's important because.

18:50:47 Gap is speaking to a very broad.

18:50:53 Audience.

18:50:54 So they need to be aware of the general cultural tone and that's going

18:50:58 on. Like they are.

18:50:59 Pigeonholed into just one segment of people they need to speak to.

18:51:02 So to say,

18:51:25 So they need to be actively monitoring the news.

18:51:28 They need to be actively monitoring conversations.

18:51:30 That's what a lot of crisis comms do they need to, as a company,

18:51:33 get on the same page you need to,

18:51:35 if you're going to post something that's at all political already

18:51:38 predict that there's going to be backlash and you can start to figure

18:51:41 out how you want to handle that.

18:51:42 So if we're going to put something out political,

18:51:44 we're going to make someone mad. All right. Do we, as a company,

18:51:47 want to take a stand.

18:51:48 Or are we going to retract? And I didn't hear about this,

18:51:51 that what you were saying with gap. To me,

18:51:52 it sounds like they were like retreat, retreat, retreat.

18:51:55 Like someone didn't file in.

18:51:57 So it does sound like from the outside looking in, they did it.

18:52:00 Prepare accordingly. And if,

18:52:03 as a company you decide to stick by what you.

18:52:05 You posted that that's a choice. That's like,

18:52:07 there's not one right or wrong way.

18:52:09 To do anything really like I will argue.

18:52:12 There's some things that make.

18:52:13 Are good human moves to do, but someone else will disagree with me,

18:52:16 right? There's not like one size fits all manual to this thing.

18:52:18 We call the human experience. So.

18:52:20 Speaking of the human experience and shifting gears a little bit,

18:52:22 how has community played a role in your human experience and building

18:52:25 the PR bar?

18:52:27 Specifically.
18:52:28 Hugely. So as I.
18:52:31 Mentioned earlier, right?
18:52:32 Community relations is one of the pillars of PR that I focus on.
18:52:36 And for me,
18:52:37 it's what I consider both important and low hanging fruit in the sense
18:52:41 that.
18:52:42 It doesn't cost a lot of capital and more just.
18:52:45 Requires time.
18:52:56 And I would say probably one of the top three tactics I've used to
18:53:00 grow. My companies is through community and networking.
18:53:03 And that's why Emily, I had you on my podcast to talk about that,
18:53:06 because that has PR like that is relationship building.
18:53:10 And that there's nothing,
18:53:11 there's not one business out there that cannot benefit.
18:53:13 From relationship building. So it's played a large role.
18:53:16 Well, and I think that's a, that's a great thing to, to note here too.
18:53:19 The power of partnerships like community is, is like partnerships.
18:53:31 It's having the same outcome and goal in mind and both people putting
18:53:34 their heads together and being like, how can I,
18:53:35 how can we do something together?
18:53:37 That's going to both scratch my back and scratch your back.
18:53:39 And you did a great job earlier this year.
18:53:42 Got it feels like 97 years ago, truthfully looks like.
18:53:44 Lexi hosted a bomb.com. Um,
18:53:47 are we allowed to say that still? I don't even know.
18:53:53 And amazing presentation on just PR one Oh one and like giving tips
18:53:57 and tricks and doing it for yourself.
18:53:59 And I think one of the things that makes you really unique as a human
18:54:02 is you're such a giver and you're really good at.
18:54:04 Putting deposits into people's banks,
18:54:06 bank accounts into their personal bank accounts. And then.
18:54:09 When that time comes at, like you need an introduction to a founder.
18:54:12 Or someone out there you do a great job of tactics.
18:54:14 Tactically, like reaching out to the person.
18:54:17 And cashing in.
18:54:17 What.
18:54:23 Thank you. I mean, I think that's probably why PR is, you know,
18:54:26 it does come to me.
18:54:27 PR is part of my personality in a way when you just.
18:54:33 Strip it back to once again, relationships.
18:54:36 And you said the word partnership.
18:54:37 It's funny because I do all these community events and I often have to

18:54:41 explain to people what I do.
18:54:49 There's like this very negative condensation people don't they either
18:54:53 think PRS, glitz and glam, or they don't want to be categorized.
18:54:55 So people in the partnership space for the collaboration space or
18:54:58 whatever, they're like, I'm not PR that's a form of PR.
18:55:00 Yeah, that is,
18:55:01 you are collectively raising your brand awareness that fits in PR you
18:55:05 don't have to call yourself that, but I'm just letting you know,
18:55:07 that's PR.
18:55:16 Do you know how many people I've had PR people reach out to me and be
18:55:18 like, Hey,
18:55:19 can we give you samples to put in your gift bag when you write your
18:55:22 glamping experience or, Hey,
18:55:24 can we do an event with this founder and have her be in front of your
18:55:27 audience? And can you do a blog post under Ian?
18:55:29 Can she be on your podcast? And I'm like,
18:55:31 That's a partnership to me.
18:55:32 That's that's like, uh, you made me, do you scratch my back?
18:55:36 You made my gift bags looks cooler than they are.
18:55:39 I scratched your bag back because then I was able to like,
18:55:41 deliver something. Cool. Some people without paying for it.
18:55:44 And yeah, so like a mutually agreeable problem-solving.
18:55:46 It's a, so partnerships are a tactic.
18:55:49 Of PR. Yeah,
18:55:51 it is one way that we cultivate opportunities through strategic
18:55:54 relationship building. Right. So it's, it's.
18:55:57 Yes, it's a strategy under the umbrella. So it gets, it gets muddy.
18:56:00 When you start to try to put definitions around PR marketing
18:56:02 partnerships.
18:56:03 They all they're married. They're in. Yeah.
18:56:05 Heather it's like sister wives.
18:56:06 So we're all sister wives and all of that. I love it.
18:56:08 Um, okay, well, so.
18:56:23 Lexi. Where can people find out more about you?
18:56:25 I know you mentioned your new podcast.
18:56:27 Tell us a little bit more about that. Tell us,
18:56:29 tell us more about your programs.
18:56:30 Like how can people get more Lexi in their life? Sure.
18:56:33 So first go to the pitching and sip in podcast,
18:56:37 episode two.
18:56:39 To hear ms. Emily Meryl. Talk about all things, community relations,
18:56:43 but yeah, no,
18:56:44 I have a podcast it's called pitch in and sip in its I interviewed

18:56:47 members of the media founders who rocket PR and other PR pros.
18:56:51 So that's number one.
18:56:52 Number two. Instagram is where I most mostly hang out.
18:56:55 Social media wise. I'm at the PR bar underscore inc.
18:56:58 And if you want to work with me,
18:57:00 I think the best thing to do is just take me up on my free mini PR
18:57:02 strategy session. And I can.
18:57:04 They give you free PR advice and be kind of see if you're a fit for
18:57:07 one of my programs such as pop fiscal inc.
18:57:09 I love it. I wish. Um,
18:57:11 In a way, I think your podcast should be called Bichon and sipping.
18:57:13 It's a play on that though.
18:57:15 Oh, okay.
18:57:16 That's the plate it's pitching and sippin.
18:57:18 It's a play on b*****g and sippin.
18:57:19 Okay, well, sorry.
18:57:20 Clearly, I love that.
18:57:21 Great.
18:57:24 I said earlier, I love puns and here I am.
18:57:32 It was just all the sudden it's pitching.
18:57:33 Your whole podcast is bitten. It is amazing. She is extraordinary.
18:57:37 Well, Lexi, thank you so much for sharing your tips and tricks.
18:57:40 And again, if you want more Lexi in your life,
18:57:47 Definitely check her out. She is a wealth of information.
18:57:49 She was always giving away information that I'm like, Oh my God, why.
18:57:50 Why have I not done that yet? And.
18:57:52 Check out.
18:57:56 My episode on pitch-in and step in, not b*****g, incipient. And, um,
18:58:00 and also your blog post. I think we have a, we had a blog post.
18:58:02 Earlier in the year.
18:58:03 The PR playbook.
18:58:04 Yeah, that was about it.
18:58:10 4,000 years ago in dog years that we're in right now.
18:58:12 And if you liked today's episode, please give us a, like,
18:58:15 share it with your friends and write a review.
18:58:17 That's all for now and have a wonderful weekend, Lexi.
18:58:20 Bye.
18:58:21 I never know how to.