



Why An Award is the Gift That Keeps On Giving by Margie Zable Fisher

A few months ago, I met with some potential clients. In the course of conversation, we discussed the fact that one of their competitors had won a major computer magazine award. They dismissed the importance of that award saying, "Oh, but that was four years ago!"

"Yes," I said, "that may be true, but I saw a recent press release from your competitor that mentioned the award, and no date was included. But I was impressed with the award."

And that was my point.

You see, it doesn't matter when you win an award. You can use that award designation for years and years.

Doesn't it still impress you when someone says they were an Inc. 500 company? It may have been a decade ago -- but it's still a great achievement. By the same token, a young woman might not be the reigning Miss America -- but she still can get a lot of P.R. mileage as a "former Miss America."

Many businesses, especially restaurants, in my local Boca Raton, FL area, proudly display signs that say "Best of Boca." Now, it so happens that many of those awards are from years back because the awards go out annually from Boca Raton Magazine, and include everything from best hamburger to best boutique.

And you know what? I always notice them. And I'm sure others do, too. And I'm sure this leads to more sales. Wouldn't you rather go to the hamburger place that wins "Best of Boca," vs. one that didn't?

Nobody can ever take an award from you. No matter what subsequently happens -- even if your business shifts, or life changes prevent you from achieving certain goals - you will always have your award to include in your biography, press materials, Web site and marketing materials.

Plus, awards are great angles for getting publicity coverage.

So here's to you, your business and whatever awards and honors you may receive for the excellence of your service or product. Truly, it's a gift that keeps on giving!

To see an example, and to learn more about awards and P.R., get my Do-It-Yourself Public Relations Kit at http://zfpr.com/public_relations_kit.htm.

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