

TOP 10 PR CAREER TIPS

by Christine Barney, APR CEO rbb Communications



Public Relations

Marketing

Digital & Social Media

Creative Services

Advertising

1. **Deliver excellence not perfection** – there aren't enough hours in the day to do everything perfectly all the time.
2. **There is no such thing as work life balance** – the most realistic option is to blend. You won't fit your work into 9-5 and you can't cram your life into the nights and weekends.
3. **It's better than a stick in the eye** – that's my way of saying always look on the bright side.
4. **Be on time** – always
5. **This is the business we chose** – that's actually not mine, but from the movie the Godfather and a reminder not to complain about our work. We should expect the ups, downs and stress that goes with it.
6. **Carry a notebook and pen** – that's right paper. You'll be surprised how often it's needed.
7. **Remember the "no a**holes rule"** – by Robert Sutton – it says don't work for jerks, don't hire jerks and don't be a jerk.
8. This one is for the agency owners – **Be paranoid** – plan for the bad times, worry if everyone's happy.
9. This one is for all the employees – **Don't be paranoid** – the bad times won't last, a foundation of optimism enhances creativity and success.
10. **Never stop learning.**

THANK YOU PRSA!!

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