

Case Study: Business Book

Situation Analysis: Author Ron Wilcox wanted to get his book into the hands of “think tanks” such as Concord Coalition, Public Agenda and Cato Institute, in addition to top-tier media outlets such as *Forbes* and *Fortune*.

Strategy & Implementation: In-depth research and personalized follow-up achieved the results that Wilcox was looking for. To reach his goals, we targeted book reviewers and personal finance reporters with galley copies to increase his exposure among relevant publications. We also created strategic alliances with the key contacts in his field to improve his visibility and reputation.

Results: In addition to exposure in top media outlets such as MSN Money and Yahoo! Finance, TC Public Relations was able to get Wilcox on a speakers’ panel about thrift at a conference hosted by Public Agenda and other think tanks, where he met the “movers and shakers” in his field. Through this speaking engagement, Wilcox was also invited to write a chapter in a book about thrift and was contacted by a lawmaker to help write legislation about regarding the regulation of financial services.

“TC Public Relations is one of the most creative, adaptive, persistent and connected publicity agencies that we have worked with. The results they get in print and broadcast are extraordinary.”

-Michael O’Malley Ph.D.
Senior Editor, Yale University Press

