

## **Be Prepared for Your Opportunities**

My Aunt Mavis tended to offer me a lot of advice on my boyhood behavior. One of the typical comments I would get and you have probably heard it too, relates to a mischievous youngster writing his name on places where she didn't think it belonged. A "fool's name in foolish places" she would say.

I'm not sure if Aunt Mavis would approve but one of the things I have learned from PR expert Pam Lontos, ( [www.prpr.net](http://www.prpr.net) ) is to be prepared for taking advantage of publicity opportunities.

Recently while visiting the storage facility where our family has all of that stuff stored that we have meaning to clean out but haven't, a representative of the facility started taking my picture.

"You wouldn't mind having your picture in our newsletter would you", I was asked. Immediately that awareness radar that Pam encourages speakers to have went off.

"No problem with using my picture if you include name of my company AND WEBSITE" was my response.

They agreed and nice photo with my name, name of company, AND WEBSITE is included in their January newsletter.

Thanks to lesson from Pam Lontos, Hardy Smith and my website: [www.hardysmith.com](http://www.hardysmith.com) are reaching hundreds of people and businesses.

