

Case Study: How a Woman Entrepreneur Uses Storytelling and PR to Grow Her Business



Presented by: Susan Young

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Award-winning news, PR and social media training

At a recruiting industry conference in San Antonio, PR and social media were on the minds of business owners struggling to gain visibility in a noisy online world.

Fears about failing to develop clear messages, use technology and execute plans could spell disaster for entrepreneurs and executives.

Discover how an established recruiter—who barely had an online presence—attended a PR workshop and not only survived but shined.

What happens when a professional recruiter who owns an established business—but doesn't have a website—attends a training on how to build a PR strategy?

Ardith Rademacher felt guilty that she didn't have a website and was barely using social media to network and promote her virtual recruiting company. She also lacked the confidence needed to develop her voice and online identity.

Then, Rademacher crossed paths with Susan Young, a former news reporter and PR entrepreneur who was teaching a workshop at a recruiting industry conference.

Not only did a PR strategy become a reality, but several key components also emerged. Rademacher said Susan's expertise and training led to the consistent, triple-digit growth of her company. "I didn't know how important it was to make my message and content personal. Susan's program spoke to me in a way that I had never heard before," Rademacher said.



Ardith Rademacher

Guided by Susan's in-depth knowledge of PR, business and communication—and her style of teaching—Rademacher discovered her:

- Social media identity and voice
- Self-confidence
- Willingness and ability to tell an interesting story

- Writing, listening and communication skills
- Natural curiosity

“It wasn’t just Susan’s impressive credentials and recognition on social media. She taught me how to see my story from 20,000 feet above and bring it to the everyday and make something happen,” Rademacher said. “It may be a post on Linked In, new content for my e-newsletter or a video clip. All of a sudden, telling my story through PR became very doable.”

Rademacher said a consistent and integrated social media marketing plan helped her to build rapport and relationships with people and influencers. This was the springboard to significant business growth. “I learned it’s about cultivating relationships versus just trying to close a deal. People are always seeing me online and receiving newsletters, and they get to know me. They may not have a need right away, but when they do, I’m the one who is front and center.”

Numbers Don’t Lie

How has content development and storytelling led to increased visibility, credibility and revenue? Rademacher said since she met Susan, the income she earns from running her recruiting company has risen around 130 percent annually.

Consider these highlights:

- When an e-newsletter is sent, 1 or 2 new job orders follow within a week.
- Between 30 and 40 new subscribers a week are added to Rademacher’s inbound marketing list. “The first 100 sign-

ups were harder to get than the next 1,700. The list continues to grow,” she says.

Connecting the (Business) Dots with Storytelling

People are natural storytellers but the human brain doesn’t always organize them effectively, Rademacher said.

“Susan helped me gain clarity to use storytelling in my business. Women entrepreneurs often don’t realize they have a story within them. You have to pay attention to it and be aware of the nuances and opportunities. Once you develop the awareness, it’s easy—and fun—to tap into your unique voice. Stories bring clarity to people and events,” Rademacher said. “Storytelling allows me to create a new way get to know people on a more personal and genuine level without trying to sell them anything. There are no hidden agendas.”

Rademacher said Susan has taught her that by sharing memorable stories, you can “make a huge impression on others that will differentiate you from those who only want to make a sale.”

Refining Your Listening Skills

One of the critical skills Susan has taught in her training is how essential listening and communication are in business.

“I’ve developed a keen sense of curiosity that I wouldn’t have discovered anywhere else,” Rademacher said. “Being curious enables you to have a conversation that you normally wouldn’t have. When I go to meetings now, I have clear questions based

on my research. I find myself asking people for THEIR thoughts, and then I tie it into an industry or experience. I look at blog posts and content from a fresh standpoint of how can I share this in an easy way that gets to the essence of the message. I know how to create a story that people can identify with and leave out the ‘preachy pronouns’ when editing. These are valuable techniques that I’ve learned from Susan’s training.”

Facing Fears

Learning about clarity and solutions-based communication has helped Rademacher reach beyond her comfort zone. This is especially true with video.

Recently, Rademacher moderated a panel discussion at an industry luncheon. Susan encouraged her to hire a videographer to record the session so she could post clips on social media and eventually repurpose the content. Rademacher loved the idea; however, the lighting and acoustics in the room were subpar.

Rademacher said she could have taken the easy way out and blamed the logistics. Instead, she recalled advice Susan had offered about on-the-fly news-style interviews. “When the discussion and Q&A ended, I bravely approached the three panelists and asked each one for a one minute, on-camera interview to sum up the takeaways. As a result, I got three dynamite video clips that I would never have gotten. I was ready, the opportunity was available and I took it!”

10 Takeaways:

1. Believe you have a story to tell.
2. Be self-confident enough to develop your online voice and presence.
3. Learn how to see your story from 20,000 feet above and bring it to the everyday.
4. Simplify, simplify, simplify.
5. Hammer away at your message daily.
6. Create content without hidden agendas.
7. Refine your listening skills.
8. Give people an opportunity to get to know you as a person.
9. Build rapport and relationships with individuals and influencers.
10. Communicate with consistency and compassion.



Susan Young—CEO of [Get in Front Communications, Inc.](#)—is an award-winning news reporter, PR entrepreneur, online editor and speaker.

She works with women entrepreneurs who want a step-by-step process to create publicity and PR that increases visibility, credibility and revenues.

During her career, Susan has written and edited some 20,000 news stories, blog posts and articles.

Susan's latest achievement: Being named one of the ['Top 75 Badass Women on Twitter.'](#)