



Tracy Southers, APR

Principal, WordPlay, Inc.

INFORM

Despite her extensive experience of 18 years, Tracy Southers still sometimes struggles to explain public relations to people. She says, "It has many connotations and often gets a bad rap. Done correctly, public relations should communicate relevant information, develop/maintain positive relationships, and increase sales." From there, it gets specific to the business, budget, and desired end-result – public relations is not one-size-fits-all. What works for one client may be completely inappropriate for another. Southers is a one-stop shop with the ability to lead clients through the entire process: strategy, implementation, and measurement. Specific client services include press releases, newsletters, brochures, publicity, special event planning, arranging speaking engagements, crisis communications, and social media management.

ADVISE

Before joining WordPlay in 2006, Tracy learned many lessons in corporate PR that serve her well to this day. During an unfriendly company takeover, a former boss gave her some great advice, "Embrace change or it will run you over." Southers claims the wisdom provided the right attitude adjustment she needed to become more flexible and open-minded in both her professional and personal lives.

A big believer in karma she says, "You get back what you put out," which has become an instinctive part of both her thinking and actions. "I strive to always be professional and polite, have the highest ethics, and perform community service through pro bono PR work."

INSPIRE

"I believe everyone is born with a special 'talent,'" says Southers. "I am lucky to have discovered mine as a child and fortunate to have turned it into a career." Even though after 41 years the words may have changed, Tracy Southers is still a writer at heart. The certainty in her ability has allowed for extreme self-confidence, not to mention financial independence. She joyfully realizes, "I work more hours now than I did in my corporate life, but the reward is much greater. Joining WordPlay has brought me freedom, flexibility, and the opportunity to chart my own course – priceless."



WordPlay, Inc.

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