

Economy, Census Stats Fuel Assisting Hands PR campaign

When Assisting Hands, franchises that provide non-medical in home care, retained E.H. Anderson Public Relations, they had goals both macro and micro. First and foremost, they were looking to expand awareness of their brand to make franchisees successful. That in turn would make Assisting Hands attractive to would-be franchisees and possible regional developers—eager to join the Assisting Hands Team and grow with the Assisting Hands brand.

E.H. Anderson PR started at the local level—gaining an audience for Dr. Gail Silverstein, who founded the basis upon which Assisting Hands was established in June 2007. Assisting Hands current CEO and franchising expert Dick Rennick and Houston-area franchisor Terri Robbins were the beginning targets of media exposure.

Arizona Woman, “Million Dollar Club”

Humble Tribune, “Lending a helping hand”

Kingwood Observer, “Assisting Hands provides in-home care for those in need”

The Zonie Report, “Valley coffee war deepens, one dunk at a time”

A national audience wasn't far behind. E.H. Anderson PR tapped into the news of the day—dried-up loans, higher gas prices—and how Assisting Hands current and prospective franchisees found solutions during our current dire economic times to operate as well as how to

cash-in IRA's and other investments to become entrepreneurs. In one case, a reporter was persuaded to see the upside of this new and very usable tactic otherwise considered risky.

BusinessWeek, “Need a Loan? Tap Your 401(k), Without Penalty”

Associated Press, (including **The Los Angeles Times** and **The Miami Herald**), “Businesses dealing with more worker stress”

Knowing how to feed the needs of the media and news cycles - be it the economy or a new administration—gives E.H. Anderson PR the edge in providing for its clients.



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