Positive Power!

No, this is not a post about the power of positive thinking. It's about the power of positive reviews.

How many times have you bought a book, gone to a movie, hired a contractor, eaten at a restaurant because you read/heard a positive review? I would bet that the answer is many times.

Case in point. The Washington Post raved about Helen Simonson's book, Major Pettigrew's Last Stand. In fact, many other reviewers also raved. So I went out to buy it. And guess what, I am not liking it quite that much. But the sale has been made.

Getting a third-party positive review is definitely worth its weight in gold. This is why public relations is so valuable, even in the age of social media. You get one great review, and you will get lots of interest (and possibly lots of sales). The sticking point lies in whether the product/service/movie/restaurant delivers the goods. You may get an initial sale but no follow up sales if the product does not live up to its review.

As companies look to save money, many are doing away with PR help. This is not good business. Good PR can lead to good reviews, which in turn, may lead to increased sales.

When has a review turned your opinion? Please share any stories.