

P&H

POWERHOUSE MAVEN

*Dr. Pam Perry*

**You're a Powerhouse Maven.** You represent what PHM stands for. You are powerful and an expert in your field. You have demonstrated proven success and influence and your work speaks for itself - so you don't have to. *The present and future is female and she is and will always be a Powerhouse. - CWM*

*featuring*

**DR. PAM PERRY**

**PUBLICITY STRATEGIST**



**Dr. Pam Perry** unites and leverages powerful media connections. Her gift and expertise have built platforms and a legacy of leadership.

**Official Bio:**

Dr. Pam Perry is an award-winning communications professional. She teaches and mentors speakers and authors on how to build a platform and attract major media and publishing contracts. She is also the publisher of SPEAKERS MAGAZINE and co-founder of Digital Business Acceleration.

After working with Dr. Pam, her clients have been featured on CNN, TBN, The Word Network, Radio One, Oprah Magazine, Tom Joyner Morning Show, Essence, Ebony, Black Enterprise, PBS – and many other major media outlets. Her clients have been offered major publishing contracts, and have created successful full-time careers as “authorpreneurs” earning six-figures.

She has been called by Publishers Weekly a “PR Guru” and featured in many major publications (including several covers), and on more than 100 radio and TV programs. She also has a 20+ year career expertise in marketing, public relations and journalism in Detroit; including work with The Detroit Free Press, WNIC, The Edge with Jeffrey Miller, Radio One, Michigan Chronicle, WNIC and TheHUB Detroit magazine.

Dr. Pam has worked with many nonprofit organizations, like the Charles H. Wright Museum of African American History and the Detroit Area Agency on Aging, developing their social media presence, online brand and digital marketing programs. She is also author of Synergy Energy: How to Use the Power of Partnerships to Market Your Book, Grow Your Business and Brand Your Ministry.

Known as the master of connecting the right people, for the right project, at the right time – Pam Perry PR works hard to help her clients brand (and get paid) like a superstar.



# Pam Perry

WE HELP YOU SHINE ONLINE...  
LIKE A SUPERSTAR!

Are You Ready For Publicity? [Click Here](#)

Products Blog Podcast Media Praise About Contact

## Get Insider Secrets on How to Build Your Platform, Pitch the Media, and Promote Yourself With Confidence

There are four ways I help speakers and authors grow their brand and "get out there." Which would you like help with?

- I'm overwhelmed and need clarity on what to focus on
- I need help getting media attention and exposure
- I need more paid speaking opportunities & product sales (books and programs)
- I need help getting my message out there and attracting my target audience

Clients featured in:

### Build Your Brand, Get Exposure, Increase Sales

Whether you want to share your message with the world, increase product and service sales, or use the latest social media and PR strategies to "get out there," you're in the right place.

As your PR Coach, I will share with you strategic and effective ways to leverage new media to reach your goals!

It's time for you to know exactly how to:

- Create a brand that identifies you as an expert in your niche
- Build a platform that will sustain your speaking and publishing career
- Define and target an audience who will buy your book
- Produce dazzling press & marketing materials that get noticed and picked up by the media
- Develop a campaign strategy that will consistently attract your target audience(s)
- Navigate social media to leverage and extend your brand
- Generate media contacts
- ...and more

[Let's Work Together](#)



*Her brand*

*featuring* **DR. PAM PERRY**  
PUBLICITY STRATEGIST

**How long did you work in your field before you felt self-assured in your skills and knowledge as an expert in the field? How to do transfer, upgrade and align your vast career and all that you have learned with today's ever-changing technology?** Reinvention. Reposition. Rebranding. This is what I do. I am the chief visionary of the 21-year-old Ministry Marketing Solutions Inc. I started my company when I was 40 years old and felt self-assured because I had worked in the industry for of media for almost 20. In order to stay relevant, I kicked the company into another gear in 2010 by developing a full selection of social media services for authors, organizations and small businesses. I want to position my clients to superstar success – like a rock star! The way to help them achieve major visibility, more credibility and high marketability is to leverage the internet and ‘crush it’ with digital marketing and PR.

**What was your first job out of college? What did you learn? What did you lose, if anything?** My first job out of college was the Detroit Free Press. I learned about sales, customer service and how to write copy.

*featuring*

**DR. PAM PERRY**

**PUBLICITY STRATEGIST**

**You are known as a “connector” in your field. How do you define connection and how did you hone in on the power in your discernment to know exactly when and who to connect?** That is my “super power” – I’ve always knew how to bring the right people together for the right projects at the right time. It’s a God-given gift.

**What award meant the most to you and why?** My recent honorary Doctorate degree. I feel that is the pinnacle of success, to be honored that way, I feel blessed.

**Have you ever had a PR story that you would rather forget?** The client that didn’t know what PR meant; and once they got tons of media attention they didn’t know what to do with it. They were not ready and consequently damaged their reputation in the marketplace.

*featuring* **DR. PAM PERRY**  
PUBLICITY STRATEGIST

**Does mentoring ever get exhausting and if it does, how do you reset?** I understand how to build powerful brands and teach the online secrets to her clients via my mentoring-like programs in short easy sessions that would normally take months to learn. Simplicity is the key. As a baby-boomer, I know that the internet can be scary because it changes so rapidly– but when I teach clients – I make it fun – and they learn to build their own online networks to reach their marketing results.

**Looking back what would you say to your 20 something self?** Go for everything your heart desires. Hold nothing back; be more ambitious.

**Who is a celebrity that you never worked with but who made major headlines due to some form of negative act or comment who you wish you had had the opportunity to work with in revamping their PR, marketing or online persona?** Juanita Bynum. She was powerful but I think she had the wrong PR counsel. You hardly hear about her anymore, what a shame.



*featuring*

**DR. PAM PERRY**

**PUBLICITY STRATEGIST**

**What stands out most to you as a highlight in your career as a Powerhouse Maven and how do you continue to top your last best move?** The Ministry Marketing Solutions Inc. team provides clients with overall branding which includes content development, email marketing, article marketing, online videos, podcasting, social media management, PR coaching, publishing,, keyword research and other traffic building techniques. I also started a magazine, Speakers.

<http://www.speakersmagazine.com>)

**How has media changed since you started?** When I first started there were no blogs, but seeing the power in Web 2.0 technology, I now have now have a personal "PR 2.0" network of tens of thousands of followers on Facebook, Twitter, Clubhouse, TikTok, LinkedIn and YouTube. I also get to work with international clients easier - because of Zoom and Skype.

**As a female in this industry do you feel like it helped or hindered you? Has fear ever stopped you from seeking an opportunity?** Nope. Never. Actually, women are my best clients and allies.

*featuring* **DR. PAM PERRY**  
PUBLICITY STRATEGIST

**Is there anything you regretted not trying or making time for during your career?** I would like to have made more time to learn and study video editing. Video is so big in the digital space today. I would love to be able to create and produce awesome film clips on my own and use Final Cut Pro like a pro!

**Why is it important that speakers, authors or entrepreneurs in general expand their mindsets to include acquiring major media and publishing opportunities?** Free publicity can help you promote and expand your business, attract new clients, and build business credibility and reputation at no cost.

**Tell our readers how to find out more information about you.** Visit <http://www.PamPerryPR.com> or email direct to [pam@pamperrypr.com](mailto:pam@pamperrypr.com). I'm also on clubhouse, <https://www.joinclubhouse.com/@PAMPERRYPR>.



# P&H

POWERHOUSE MAVEN

a feature of connected woman magazine