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## FIVE THINGS: About diversifying a firm

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**BY MARGARITA BAUZA**

FREE PRESS BUSINESS WRITER

Lisa Maas, president of Publicity Works in Royal Oak, owns a business that is thriving despite the ups and downs of Michigan's economy. How does she do it? "Since the beginning, I focused my efforts on the construction industry, money management, law, professional services, insurance, restaurants," said Maas, who founded the publicity firm 10 years ago. At the time, she had one large client, the Michigan Regional Council of Carpenters. Here are some words of wisdom on how to diversify your business:

### The leaner, the better

Have a flexible, small staff, Maas said. It's a great way to control your costs.

### Know your clients

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When you want to go after a certain type of client, learn more about what they do and what they do right and wrong. You need to convey how you can solve a problem for them.

### Offer unique help

Because Maas has a small staff, she brings specialized help in when needed. "Every client has a unique voice, so I customize solutions based on what works for the client," she said.

### Be diverse

"I'm a creative person," Maas said. "I need the mix. It keeps it fun. Because I have a creative business, I have never felt I have to go with the biggest" client, "but the best. I have nontraditional clients that are ignored

by my industry counterparts."

### Be the go-to business

Serve your client according to what they need. And do it so that they depend on you, she said.

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(REGINA H. BOONE/Detroit Free Press)

Lisa Maas, president of Publicity Works at 306 S. Washington in Royal Oak, has a small staff and hires help when needed.

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