

Working for a Living: The Workplace Beat
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I have to say when I, when I got the invitation I thought 'oh no I can't come here and tell, and give away secrets because it's um...' When I first start an apartment... I'm a interior designer as, as Liz explained but I started the blog two years ago. When I first started I sat there all day long looking for good ideas and I had a nice little trickle and over two years now it's sort of torrent and it stresses me out. So it's actually really good that I'm here because in a sense I, it's... If you can help relieve the stress then that's a good thing.

Apartmenttherapy.com is a blog and so we're completely on line; we're twenty four hours a day; we're five days a week. We're different than, than print media in that respect. and Apartmenttherapy.com is totally devoted to helping people make their homes more beautiful, more healthy and more organized. So it's a problem solving site. so if you're, if you have something that's a problem solver or something that would eh help things out for the readers than we're the right people to go to.

I was, I was... Gary's point was good. You want to know who you, who you are pitching to if, in order to make it worth your while. And if you want to know what Apartment Therapy is about it's about the readers. So if you, you should really spend time, read the site, read the threads, get to know who are the really quite crazy people who read our site everyday. And if you think that not me but the readers would benefit from something than send it in because I really, I, I'm the go between. I serve the readers on the site. So they're, they're really the people we wanna to reach.

I also want to say that despite that fact that it's a digital age I also agree with what you said that email now has gotten to a point where it's really overlooked much too often. As, there are certain times of the day when an email just pops into your box and pops right up on the screen and you're taking a pause and it's three in the afternoon and it's lovely. And you just click to it and it's just a, it's just a great little tid bit from someone or and the timing is right. But all too often in a busy day it'll get, it'll get to the bottom of the stack and unfortunately it won't get opened ever. sometimes on Thursday and Friday I try to get back through all of my email but even then I'll put it into one of my folders. I have a hot tips folder and it may sit there for a while.

So the thing that I like the best is when someone sends something in that I can see and again visual. So you can see it... I make, I make judgments instantly on what it looks like. I'm a visual person. I think anyone in the home décor field has a strong visual component. So putting a picture in front of us is extremely important. it does need to have the, the information. Greg described that perfect PR package; it was a photograph, information and a CD ROM was really a very good description because it's short, sweet and I don't have to call you back if I want to run it because all the information is right there.

after that a follow up by telephone actually is fine. If you're, if you're really quick on the phone and you don't feel offended calling in the late afternoon is really fine. I always, I say that hesitantly but I actually really like to talk to people. My job is a people job and I like to know who the thing er, who the people are that trying to get, give me an idea. And if this idea isn't, doesn't work out there may be another idea. But if I know who you are that makes things a lot more balanced and it's nicer for me.

Last thing I'd say is that Apartment therapy is community based and so, I've loved since I was an interior designer and now that I run Apartmenttherapy.com I've met a lot of people who are vendors. And what I like most are not just the products but the people behind the products. I love to go to trade shows like the Architectural Home Digest for this weekend and meet the people who have worked really, really hard to make their thing and make it beautiful. Whether I like it or not the people are always fascinating. And when I'm writing up a post I will always favor the creation that has a person behind it.

I think James Dickey has proved that completely. He stands behind everything he does and he's larger than life. We remember him for it, we remember his work for it.

But I have to say I love stories about people. If you just send me a product with no back story or, or worse. A product that was dreamed up and made by someone that we don't know who they are but it's just a corporate you know routine or creation it sort of dies for me. I, I think that media is about connecting people. I like to connect people to people not products to people. So if it's a good story and it's about good people I look forward to it. Did that sound okay?