



Productivity tips from the greats

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Featuring the world's greatest luminaries and 24 different paths to success.

If Mozart, Picasso, Voltaire, and Darwin were on Humans of New York, what would they say?

[Click through to get inspired](#) for this post-King's day work week!



In other news

Our growing team has taken up [new quarters](#) by Amsterdam's canal ring. The change of scenery has

brought us maximum productivity, though we did throw an epic welcome party last Friday to celebrate. Cheers to new beginnings!

We'd also like to announce that we are now an official partner of *Sprout.nl*, an entrepreneurial platform for fast-growing businesses and investors! [In this special feature](#), Sprout shows the world how pr.co helps them communicate effectively to the world.

Last but not the least, do you think *PR is a dead or dying industry?* See what we have to say on our [latest book chapter](#), along with a few tips that will help you nail PR campaigns and win at your job.

What we've improved for you

Last week we've rolled-out a major update of our **email delivery system**: not only will your distribution emails be more reliable, but we've also improved **deliverability**, **spam-prevention** and made the processing of email tracking events a lot faster.

Moreover, we've added Brazilian Portuguese as language, removed the summary and title fields from the 'Optimise for web' step for classic campaigns and fixed minor issues with the freeform campaigns.

What else we've been reading

[Your media business will not be saved](#). Your problem is that you make shit. And no one cares about you or your cheap shit. So what will matter in the next age of media? If you want to make something really great, you can't think about making it great for everyone. You have to make it great for someone. For a lot of people, but not for every person.

[The real reasons you procrastinate - and how to stop](#). What's inside the brain of a procrastinator? Easy: a Rational Decision-Maker, the Instant Gratification Monkey, and the Panic Monster.

Here's to a productive month ahead! Feel free to send any feedback or compliments to hello@pr.co.

See you next month!



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Pr.co is an online platform for engaging press releases aimed at companies and PR agencies. The Amsterdam-based company launched in April, 2010 at The Next Web Conference. Pr.co has now over 10000 clients worldwide and is changing the way news is written, read and distributed.



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