



THE SMALL BUSINESS D-I-Y PR PACK

All the tools you need to get free publicity

For too long, small businesses have relied on advertising and missed out on the benefits of PR!!

The Small Business DIY PR Pack is the simplest, most honest and helpful self-contained information pack you will find for your business.

Target Audience:

- Small businesses that want to experiment with PR
- Small businesses with min. 2 hours available per month to devote to PR
- Small businesses with an advertising/marketing coordinator wanting to expand their tool kit
- Small business owners with a flair for writing

Aim:

The Do-It-Yourself PR Pack is designed to help small businesses take the first step in managing their own public relations strategy in a cost-effective way. The Pack can be used over and over again to help your business achieve free publicity, saving you thousands of dollars in advertising and PR consultation fees.

Upon payment you receive a password to download the electronic pack immediately (in PDF format). The Pack includes everything you need to create, write and distribute media releases that get results.

The Benefits:

1. The PR Pack contains advice, instructions and tips from PR professionals and journalists – techniques that have taken years of education and experience to develop. You are inheriting this knowledge in a neat, simple package that will open up a new world of promotional opportunities.
2. Nobody knows your business like you do. Combining the instructions in the Pack with your up-to-date and in-depth business knowledge is a powerful combination.
3. You can implement a PR Program at your own pace, and call on PR as a tool whenever you need it.
4. The Pack can be reused by any of your employees.

Why choose the PR Pack?

- To save money by making one single investment in PR for your business.
- To give yourself the confidence you need to deal with the media.
- To reduce advertising costs and reap the rewards of PR.

WHAT'S INSIDE?

A media contact list and a half-hour session with a senior consultant.

The media list provides contact details for journalists at major newspapers across Australia and is a great starting point. Combine this with some one-on-one time with a PR consultant and you're ready to roll! Your half-hour consult is a great opportunity to "pick the brain" of a senior consultant – ask them anything you like or have a brainstorm session.

Instructions for creating a tailored media contact list for your business.

It is important to create a media list that includes all the contacts specifically important to your industry and your business. The pack will step you through the best way to collect and compile this information. By doing it yourself, you save up to \$500.

A guide to identifying and creating media opportunities.

What a business considers interesting about itself and what the media see as newsworthy are often poles apart. You need to begin to think like a journalist and like their readers and viewers so you increase your chances of gaining publicity. We teach you how to cast a news savvy eye over your business and how to create media-friendly events.

A media release template, samples and guidelines.

There is a standard layout format for media releases that must be adhered to if you are going to be taken seriously by the media. Amateur looking/poorly written releases usually all end up in the same place - the editor's bin. The writing style you adopt, the order of the information, the headline and the quotes are all very important if you want quality media coverage.

A guide to the process of submitting and following up story concepts.

Equally important in securing publicity is the method of delivery and the etiquette associated with media communication. Your media list tells you who to contact, and this guide will explain how; how to pitch a story and how to work with journalists so you get the best coverage possible.