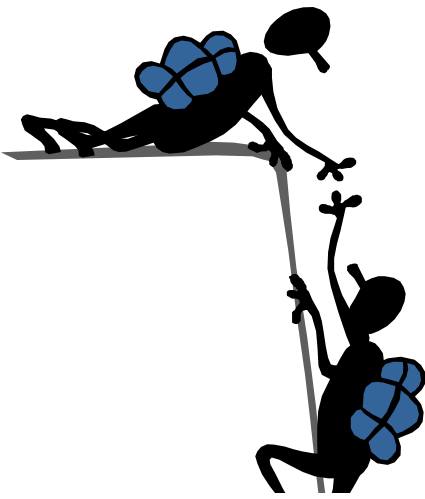


# SMALL BUSINESS PR MENTOR PROGRAM

A helping hand for you and your business



Many times, the gap between handling PR in-house and outsourcing to a PR consultancy is a difficult one to cross, particularly for small businesses.

Consultancies can be costly, but the skills and fresh ideas required to make a PR plan work can be difficult to manage in-house.

**The Small Business PR Mentor Program** is the perfect in-between solution, and involves an effective combination of our external advice/support and your internal knowledge.

*Your professional PR consultant is only a phone call away – call or email as often as you like!*

## Target Audience:

- Small businesses that have never really understood PR and how it works on an ongoing basis
- Small businesses who want to educate internal staff members about PR strategy & implementation
- Small businesses previously unsatisfied by outsourcing PR, yet still wanting to be guided by a professional consultant.

## Aim:

The aim of the program is to create an active relationship between your business and our specialist consultants. Your business nominates someone within your organisation to 'own' the public relations effort. Together with your nominee, we work to plan, research, implement and measure a PR program.

## The Benefits:

1. Your company is investing in one of its own people. This person will learn, grow and become the trusted face of PR in your business. Consequently, this knowledge becomes imbedded in your business, even once the mentoring ceases.
2. An in-house representative is better positioned to gather background information for media releases in a more timely fashion.
3. An internal member of your business is at the coal face everyday. If motivated and equipped with the right knowledge and know-how, an in-house representative is better positioned to recognise new story angles and communication opportunities.
4. You can choose the level of assistance you will require, depending on the complexity and amount of work at hand. Initially, our involvement in the PR partner program is high, but we make it our mission to transfer knowledge to your business. Over time our involvement reduces and your representative assumes complete ownership.
5. Confidence. Our consultants can be called upon anytime you need guidance or feedback.

## Why choose the PR Mentor Program?

- We all know big businesses have internal public relations experts. However, even the corporate giants use external PR consultancies for fresh perspectives and complex situations. The PR Mentor Program is the perfect middle ground for small to medium businesses.
- Significantly reduced costs. Because a consultancy isn't involved in every aspect of research, planning and execution, your outsourcing costs can be significantly reduced, while building internal knowledge and know-how.
- Implementing the PR Mentor Program is a long-term investment in your business.

# SUBSCRIPTIONS

The Small Business PR Mentor Program is based on a three-level subscription service. Choose the level that suits you.

## LEARN ALL YOU NEED TO KNOW...

Writing media releases

Contacting media

Interesting the journalist

Formulating story ideas

Talking to journalists

Timing your angles

Tracking publicity

Measuring PR

Dos & Don'ts of media

Creating a campaign plan

How to keep angles fresh

What the media want

### 3-Month Subscription: \$350 per month (inc-GST)

The three-month subscription is an ideal trial introduction for businesses wanting to find out more about Public Relations and how it can fit in with a business's promotional efforts. It's also useful for businesses launching a new service, product or concept and wanting to focus their efforts on a specific launch campaign. Three months is the minimum recommended timeframe to be able to see results from PR.

This subscription includes:

- 1 strategy meeting/brainstorming session
- Unlimited help calls/emails
- Editing of one media release per month

### 6-Month Subscription: \$300 per month (inc-GST)

The six-month subscription is suited to businesses that understand the value of PR and are committed to making it part of their marketing & promotional strategy. You will really begin to understand how to effectively implement a PR program and sustain it over the long-term. This subscription allows our consultant quality time with your business, so we can iron out all the issues and pass on valuable knowledge.

This subscription includes:

- 2 strategy meeting/brainstorming sessions
- Unlimited help calls/emails
- Editing of one media release per month
- An electronic Do-It-Yourself PR Pack

### 12-Month Subscription: \$250 per month (inc-GST)

The twelve-month subscription is suited to businesses that see PR as having an ongoing role to play. It is very valuable for businesses that have very little knowledge of PR, and require a longer period of assistance and coaching. It is also useful for businesses that have trouble maintaining the fresh ideas, commitment and motivation required to keep a PR campaign running effectively.

This subscription includes:

- 4 strategy meeting/brainstorming sessions
- Unlimited help calls/emails
- Editing of one-two media releases per month
- An electronic Do-It-Yourself PR Pack
- A 20% discount for life for all Square One PR products/services

***Knowledge that will last your business a lifetime.***