

# PUBLIC RELATIONS KICK-START PACKAGE

## SAVE **\$691** RIGHT NOW

**Here's what you get . . . but first,  
here's how we get you ready for what you get.**

You provide us with any hard-copy or online bits you'd like us to review or *feel* (but NOT copy). We then interview you for 30 – 60 minutes, asking all sorts of questions, including: What do you want to accomplish? When do you want to see results? Who do you define as your audience(s)? What are its pain points? Additional phone calls and emails may be necessary to clarify some points. From the answers you give at the interview and the information we glean from reviewed material, we build these four critical communications pieces for you . . . and you have them forever, to use as you wish:

1. **Professional Bio**  
***Sing a Snappy Song***

Yes, you need one; we all do. Unfortunately, most of us struggle and spend way too much time putting one together. You need your bio to sing a short, snappy, memorable song, rather than an epic ballad with a complicated (and often boring) melody and easy-to-forget lyrics.

Am I right? (You know I am.)

It's not easy to condense your long list of important attributes, credentials, expertise, and experience into a short, effective piece – the kind others are happy to use in their materials, and the kind yet others are happy to read.

The professional bio we create for you is perfect for your website and brochure, or when you send out important news, participate in a high-level conference, speak to a local non-profit group, deliver workshops, and more.

**Value: \$247**

2. **About Us Feature**  
***Know-Like-Trust***

You want your audience to know who you are – whether the *who you are* is your organization, your key players, or *you*. When you share key information about *you*, others, and especially those who will buy what you sell, grow to *like* and *trust* you because they feel they *know* you.

Use the About Us on your website, in proposals when answering RFPs, or where your audience (read: clients/buyers) can easily access the information.

**Value: \$297**

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### 3. **Advertorial** *Stuff, not Fluff*

Okay ... okay. Let's clear up some misunderstandings surrounding advertorials by starting with two things they are NOT.

- a) Advertorials are **not fluff pieces**; instead, they are articles written to provide a particular audience with relevant information, the sort of information that audience needs and wants.
- b) Advertorials are **not sales pitches**; rather, they are written in a journalistic style, without hyperbole or frenetic exclamation marks, so they fit easily into a regular, real publication, either online or in hard copy.

Advertorials closely resemble editorial—the regular staff-written pieces you read in a newspaper or magazine—but you pay for them, so they are considered advertising.

And this bit is important: Because *you* pay for advertorials, *you* control the message.

**Value: \$547**

### 4. **Media Release** *Timely-Relevant-Newsworthy*

The media release is a powerful and cost-effective marketing and promotions tool, especially for a growing organization like yours. It helps your organization build credibility—something you need so you can get an edge over your more established competition.

The media release is written in a journalistic style and resembles a news story, with timely, relevant, and newsworthy information. And, unlike its close cousin the advertorial, a media release is always FREE to publish. But, remember when we said *you* control the message with a paid advertorial? That's not the case with the media release because, well, you don't pay for it. However, a well-crafted media release can often inspire a journalist to interview you for a real-life news story, something we like to call *earned media*, which is the BEST promotion of all.

**Value: \$597**

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## SAVE **\$691** RIGHT NOW

Take these four pieces individually

- ✓ **Professional Bio** (\$247)
- ✓ **About Us Feature** (\$297)
- ✓ **Advertorial** (\$547)
- ✓ **Media Release** (\$597)

and you'd pay **\$1,688** for the lot. Worth it at that price—easily—because we work hard to make sure the pieces deliver the right messages to the right people . . . and that means you get the results you want.

But, when you take the pieces together, as a package, you **save** \$691 . . . and that's like getting the media release, one of the most valuable tools in your marketing and PR tool chest, for **free**.

*Whew.*

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## → **\$997** ←