



# Press for Success

PR & BRAND BUILDING CONSULTING SERVICES

## ONGOING PUBLIC RELATIONS & BRAND BUILDING CONSULTING

Get confident, get strategic, and propel your brand and business forward by managing your PR and brand building campaign plus supporting social media/newsletter/blog strategies effectively and efficiently with the full support of Sabina and her team. Our consulting will meet you wherever you are in your current PR efforts in order to be sure you are moving in the direction you need to go to build your brand, buzz, and business.

At the end of our initial three-month period you'll be executing and taking action, and you'll have the understanding, skills, and confidence you need to continue to do so!

**Working with Sabina you get access to...**

**The publicity strategist and educator in me can provide you with...**

- 13+ years of strategic experience, connections, and “knowing what works”.
- Personalized Prep Calls to review where you're at and make a plan for where you want to go this quarter, year, and beyond.

- PR Scripts and customized templates that are effective and aligned with your buzz building goals.
- Easy-to-understand (and execute!) publicity and media relationship building education.
- Time-saving solutions, tips, and best-practice action plans.

The “business therapist” and coach in me can provide you with...

- Support and encouragement to help build your faith in yourself and your value as an entrepreneur and expert.
- Gentle but firm nudges to help you bust through analysis paralysis and overthinking.
- Someone in your corner to keep you focused and moving forward every single week.
- Freedom from PR fear, confusion, and wheel-spinning

### WHAT OUR CONSULTING DELIVERS

- **Experienced & Strategic Support:** Sabina and her team bring mastery-level public relations and brand-building skills and strategies to you and your business, working with you as you apply them to your business in real-time.
- **Planning:** Create and execute a 3-month buzz building plan including accompanying media pitches, as well as the systems and strategies needed to execute campaign so that

it reaches applicable mediums including national and regional outreach to magazines, online websites and blogs, on-air television experts and cross promotional partnerships. All of this work will be housed in an online **PR Home Base** we create for you and help you grow and maintain.

This campaign draws from our 360-Degree Approach that covers product outreach, business feature outreach, local press, and more. See the 360 Degree Wheel [HERE](#) for reference.

- **Your Network:** Jumpstart your media relationship building with strategies, support, and direction to guide you as you connect with media and other influencers in your niche and industry, as well as strengthening any current communications you've made to date.
- **Companion Guide, Scripts, and Back-end Support** - From easy to use planning structures to pitch templates and scripts you'll have access to supporting materials that we have created (and use) to support you as you build and execute your campaign plan.
- **Media and Industry Introductions** - Because we know and trust our private clients and are highly involved in their work, when the right opportunities present themselves, they are connected to members of the press, stylists, and other PR and branding opportunities.
- **Supporting Brand Building Ingredients:** In addition to covering public relations strategy, streamlining, and implementation we also include discussions regarding integrating your newsletter, social media, and blog into your PR outreach, as all of those pieces support each other when building your brand and your business.
- **Mindset:** As in all of our consulting programs, our strategy sessions will also touch on mindset challenges (clarity, focus, forward movement, understanding your true value as an entrepreneur and maker) so that your inside can keep up with and support your outside work.

## HOW IT WORKS:

**Updated Brand Audit & Review** - Our team led by Sabina will review and look through all of your public relations and brand-building work to date (from plans and goals to pitches to unfinished efforts), and then discuss it with you to assess where you are now and where you need to go over the next quarter to reach your public relations and business goals. We will also review your supplementary marketing materials, from media kits to one-sheets, as well as your blog, newsletter, and social media, to be sure each is doing exactly what it should for you and your brand.

**Weekly Strategy One-on-One Sessions** - Our strategy sessions are conducted via Zoom or phone, and are followed by a report that outlines progress as well as weekly goals and projects to keep you focused, aligned, and on track.

**Customized 360 Degree PR Campaign Plan Created** - We'll create a plan specific to your business needs, business dreams and goals, and how they tie into the larger PR and brand building world. This includes monthly outreach goal creation and support in your execution of it, and addresses time-specific PR opportunities and seasonal stories.

We practice (and teach) our own 360 Degree PR Methodology which allows a brand to reach press across platforms (print, online, television) as well as across story type (including product/service stories, business features, sharing expert tips, stories attached to trends and studies, etc). This ensures our clients are regularly seen and heard and helps them avoid “one hit wonder” syndrome.

**Online support** - As you work, we're here to support you, whether it be helping you craft the perfect response to an editor, editing a pitch before you send it, or helping you declutter your to-do list and keep you on track.

## INITIAL “INCUBATOR” INVESTMENT:

After the first three months, clients may opt into a lower cost support program or choose to move into the membership community, but when working one-on-one, the initial creation and strategic support phase is where we begin.

### **Regular Rate:**

\$2500.00/month, 3-month package.

\$2250.00/ month when 3-month package paid in full.

### **Press for Success Monthly Member Rate:**

\$2000.00/month and \$1750.00/month for 3-months paid in full.

\*Learn about Press for Success Monthly Membership at [www.PressforSuccess.com](http://www.PressforSuccess.com)