



Press for Success
PR & BRAND BUILDING CONSULTING SERVICES

PUBLIC RELATIONS & BRAND BUILDING PRIVATE PR INTENSIVE

Take a deep dive into your business and its brand building goals with us as we talk about where you are, where you need to be, and give you the strategies, pitch topics, and action steps you need to execute to get there.

During this three-part support intensive session series, we'll talk through the ins and outs of successful public relations and "buzz building" work as it applies to your specific business and goals so that you feel clear and confident when executing outreach for your own business. Then, we'll develop a three-month public relations action plan (including pitch templates and scripts, contact suggestions and more) that flows with your business goals and bandwidth, and we'll talk about how your social media, newsletter and blog can support that visibility-boosting growth.

WHAT OUR PR INTENSIVE 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 during our two-part consulting session and action plan creation.
- **Planning:** Create and execute a 3-month 360 Degree PR Action Plan that helps share your business and tell your story on 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.

The action steps we create for you draw 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:** Get proven-successful ideas and learn strategies to jumpstart your relationship building with media and other influencers in your niche and industry.
- **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.
- **Email Script & Template:** Avoid “Analysis Paralysis” by using the custom email script we make you to use in your brand/expert/product introduction to key press.
- **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:

Brand Audit & Review - When you sign up, we’ll send you a PR assessment to fill out, and you’ll return it along with any relevant links to your public relations and brand-building work to date (from plans and goals to pitches to unfinished efforts). We will also review your supplementary marketing materials and platforms including your blog, newsletter, and social media, to be sure each is doing exactly what it should for you and your brand.

We Get to Work - Once your assessment form is complete, we'll get to work researching and creating strategic and customized ideas and pitch plans for your business and preparing for our one-on-one session.

Initial One-on-One Session - When your assessment form is complete, we'll schedule our initial strategy session which will be conducted via Zoom or phone. During this session we will ask any initial questions that we have after our review and discuss your current PR and brand-building goals, plan, and practices, along with our initial recommendations of action steps you can begin taking as we prepare your custom PR campaign plan.

Customized 360 Degree PR Action Plan Created - After our call we'll create a plan of goals, monthly actions, and outreach strategies (including pitch templates and samples) specific to your business needs, business dreams and goals, and how they tie into the larger PR and brand building world. We practice (and teach) 360 Degree PR 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 about and helps them avoid "one hit wonder" syndrome.

Session Part Two: We'll review your plan together, answer any of your questions and make edits. Then we'll get you ready to start taking action on your plan!

You Take Action! You take action on our plan, knowing you have us in your corner via online support (see below) when and if questions arise.

Online support - During the month between our campaign plan creation and follow-up, you may access us via email (during regular office hours) for support and encouragement.

Follow-Up Session - We'll meet again (on Zoom or phone) for a follow-up session approximately 30 days (depending on your needs) after our session for assessment, refinement, and question answering.

INVESTMENT:

Non-Press for Success Members: \$2500.00 Press for Success Students* \$2000.00

*Press for Success Monthly Membership Students receive a special rate for all private services.