



PR-101 | One Pager

This document has been prepared by Tamara Edwards of TE&Co.

Contact: Tamara@TamaraEdwards.co

Public Relations: The practice of raising your profile, getting people excited and in the know, and driving influence around your business, brand, and call to action.

Description

Turn the tide by taking the driver's seat of your company's PR, Brand Story, and External Communications strategy. You know by now that there is no such thing as a 'magic wand.' So, why leave your brand's public affairs to a busy agency with big promises and unclear results?

The mission of PR-101 is to equip you with the exact strategy that we've used to build, launch, and maintain the brands of hundreds of companies, just like yours.

Whether it is Day 1 thinking about your big picture strategy or you are looking to solve the real-time problem, once and for all, we look at PR in the following four ways:

- Public Relations
- Brand Story
- Executive Presence
- External Communications

Objectives

This four session program will equip you to:

1. Clearly communicate your mission, vision, values — and call to action — with the media, key stakeholders, and audiences with confidence and control.
2. Navigate and drive proactive PR and External Communications Strategies that are best suited for your business needs.
3. Stand out and create buzz around your business and brand for the right reasons.

Deliverables

- A custom C-Level, strategic roadmap and 360 that includes:
 - Public Relations and External Communications Calendar
 - Tactical Pitch Angles, Media Lists, and Built-In Draft Releases/ Campaigns

- Implementation Strategy
 - An 18-month External Communications Calendar
 - Upskill of Executive Leadership, Founder, CEO, and/ or Spokesperson
 - Media Training and Message Development
 - Strategic Positioning of your Brand and Key Executives
 - Strategic insights from Tamara
 - A Full Suite of Communications Tools
 - Core Messaging Guidelines and Talking Points
 - Creative Directed Editorial / Branding Photoshoot (25 images)
 - Three (3) One-Minute Messaging Video
 - Social Media Design Templates (10)
 - *Includes: Local Black Car Transportation, On-site Hair & Makeup.*

Timeline

Three virtual sessions (via Zoom) and one in-person STUDIO session in Chicago, Washington, DC, or New York City. Deliverables are finalized and presented to client within 4-5 weeks *after* STUDIO date.

Initial Investment: \$10,000

Save yourself from: Expensive PR + Personal Branding Agencies / Scope-Driven Social Media Companies / Managing Freelancers / Dead-End Sales Cycles / One-Way Virtual Programming

What happens after PR-101?

Engage TE&Co. as a strategic partner based on your goals, timing, and needs.

Add on services

[Recommended 2X/ year]

- Fractional Chief Communications Officer (6 or 12 months)
 - PR Consulting, Guidance, and Implementation of Initial Strategy
- Executive Presence
 - Public Speaking Campaign
 - Leadership/ Team Development
- Single PR & External Communications Campaign (8-12 weeks each)
 - Major News/ Announcements
 - Product Launch/ Activation
 - Gatherings, Panel Events
 - Company's Specific Call to Action
 - Crisis Communication or Change Management
- Special Projects:
 - My-Documentary: A 12 minute documentary & screening to celebrate major company milestones