

PR Prep Worksheet

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If you are planning to work with a PR consultant for the first time, then there's a bit of prep work that you can do in advance to ensure a smooth and productive project experience. Use the worksheet below to document some of your ideas for publicity goals, topics to cover, and audiences to target.

GOALS

Think about your publicity goals. Something led you to engage a PR consultant, whatever the reason, take some time to consider what you're hoping to achieve personally and professionally.

Publicity Goals

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |
| | |

STORY

Think about your story. In particular, take into consideration those things that will really set you and your business apart and help you to stand out. As you explore each area, think about how willing you are to invite the world in to share your story and learn from your experiences.

Why did you start your business? What problem are you hoping to solve? How did you get started? Share examples of what it took financially and logistically to get started.

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What were you doing professionally before you started the business?

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Did you have to face any adversity to start your business? Share a story about it.

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What are the primary reasons behind your business growth? Give an example.

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Why do your customers love you, your products or services? What do your harshest critics have to say? Share a story or testimonial with each.

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What makes your products/brand unique and different from others in your industry?

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What are your hobbies and interests? What are you most passionate about?

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AUDIENCE

Think about your audience. Think about who you are hoping to reach with your PR campaign. Who are the ideal customers for your products/brand?

Demographics

| | Primary | Secondary |
|-------------------|---------|-----------|
| Age | | |
| Cultural/Ethnic | | |
| Gender | | |
| Hobbies/Interests | | |
| Income | | |
| Industries | | |
| Job Titles | | |
| Location(s) | | |
| | | |

Who are the people who influence your primary and secondary audiences?

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What actions would you like for your target audience to take when seeing an article, blog, or video about your business/brand?

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