



WWW.PAMPERRYPR.COM



**WHEN
SHOULD YOU
SAY YES TO
PR!**

BY PAM PERRY





**THE PRESS RELEASE IS THE TOOL
THAT GENERATES MEDIA.
IT OUTLINES THE “5W”**

→ WHO

→ WHERE

→ WHY

→ WHAT

→ WHEN

WHO : YOU

- ◎ **The Author**
- ◎ **The Speaker**
- ◎ **The Entrepreneur**



WHAT: PUBLICITY/PR

**Promoting a thought,
idea, program,
product or
project through
media**



WHEN: LETS GET TO THAT IN A MINUTE

**I will give you (5)
ways to know when
you're ready for
"PR"**



WHERE: TO BE SEEN

PRINT

T.V.

RADIO

DIGITAL MEDIA
(EARNED AND ORGANIC MEDIA)



WHY: FAME & FORTUNE

**Awareness, credibility
and this should all
lead to increase
in sales**



SO HOW?

**By either hiring
a publicist or D.I.Y**

**(Get a PR Coach to show you
how and help you identify
real media contacts)**



THE PAM PERRY PR COACH

D.I.Y PR STEP

- 1) **Make connections**
- 2) **Build relationships**
- 3) **Know how to pitch-short, sweet and personal**
- 4) **Follow up**
- 5) **Thank the media. Rinse and Repeat**



WHEN SHOULD YOU SAY YES TO PR!

OWN
OPRAH WINFREY NETWORK

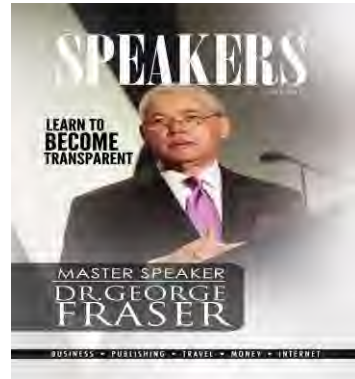
ESSENCE

TODAY



**BLACK
ENTERPRISE**
**Wealth
For Life**

**The
New York
Times**



SAY YES WHEN:



YOU HAVE NEWS. A HOOK, A LOOK. A PERFECTED PITCH. AN ELEVATOR SPEECH THAT ROLLS OFF YOUR LIPS



YOU HAVE ENERGY. YOU ARE READY TO WORK. YOU HAVE FOCUS



YOUR SOCIAL MEDIA IS SLAMMING. IT'S TELLING A STORY. IT'S BRANDING YOU LIKE A SUPERSTAR



YOU HAVE A RESPECTABLE AND REALISTIC BUDGET TO GET YOU WHERE YOU WANT TO BE.



YOUR MARKETING MATERIALS, PHOTOS, SIZZLE REEL WEBSITE ARE ON POINT AND PROFESSIONALLY DONE. NOTHING AMATEUR, ONLY AMAZING



Any questions?

You can find me at WWW.PAMPERRYPR.COM