

PR Program in a Box™

➔ *PR Buzz Generator*



- ✓ PR 101: The Difference Between PR and Advertising
- ✓ News Release Template
- ✓ How to Write a News Release
- ✓ How to Pitch the News Media
- ✓ How to Create a Media List
- ✓ Calendar Announcement Template
- ✓ Sample Script for Pitching the Press
- ✓ 20 - Minute Phone Consultation
- ✓ Price: \$197

PR Program in a Box™

⇒ *PR Buzz Accelerator*



All of PR Buzz Generator Items, Plus:

- ✓ Sample Media List
- ✓ Media Advisory Template
- ✓ Attention-Getting Items
 - ◆ Examples
 - ◆ Guidelines for Using
- ✓ How to Use Photography
- ✓ Full Press Kit Template
- ✓ One Hour Phone Consultation
- ✓ Price: \$397

PR Program in a Box™

⇒ *PR Buzz Turbo*



All of PR Buzz Generator and Accelerator Items, Plus:

✓ A Custom Media List Created Just for You and Your Market

- ◆ Newspapers, Magazines, TV, Radio
and Online Included
- ◆ Includes Press Contact Name, Title,
News Organization, Phone Number,
Address and Email

✓ One Additional Hour of Phone Consultation

- ◆ Includes Creative Brainstorming
Tailored to Your Business

✓ Price: \$597

- ◆ Each Additional Market Added
to the Media List, \$50 Per

PR Program in a Box™

➔ *PR Buzz Rocket*



We Implement Everything for You! Including:

- ✓ Writing and Distributing a News Release and Pitching the Press on Your Behalf, Creating Your Custom Media List, etc.
- ✓ One Hour Phone Consultation
- ✓ Price: \$997 to \$1,297
 - ◆ (Depends on Complexity and Number of Items to be Implemented).