

WRITE YOUR OWN PR PLAN

YOUR BUSINESS GOALS

**WE
RN** @wernchat #hypeyourself

BUSINESS OBJECTIVES

WHAT ARE MY GOALS

COMMUNICATIONS OBJECTIVES

HOW DO I WANT TO BE SPOKEN ABOUT

YOUR BUSINESS WHY

WHAT IS YOUR PURPOSE?

OUR AUDIENCE

**WE
RN** @wernchat #hypeyourself

TARGET AUDIENCE

WHO IS MY TARGET CUSTOMER

TARGET MEDIA

WHERE IS MY TARGET CUSTOMER?

WHAT IS IN MY HIT LIST

MY TOP 5 PLACES TO BE SEEN

YOUR UNIQUENESS

**WE
RN** @wernchat #hypeyourself

YOUR UNIQUE SELLING POINT (USP)

WHAT MAKES YOU DIFFERENT

YOUR ONE-LINER

HOW DO YOU TALK ABOUT YOURSELF

CALENDAR

**WE
RN** @wernchat #hypeyourself

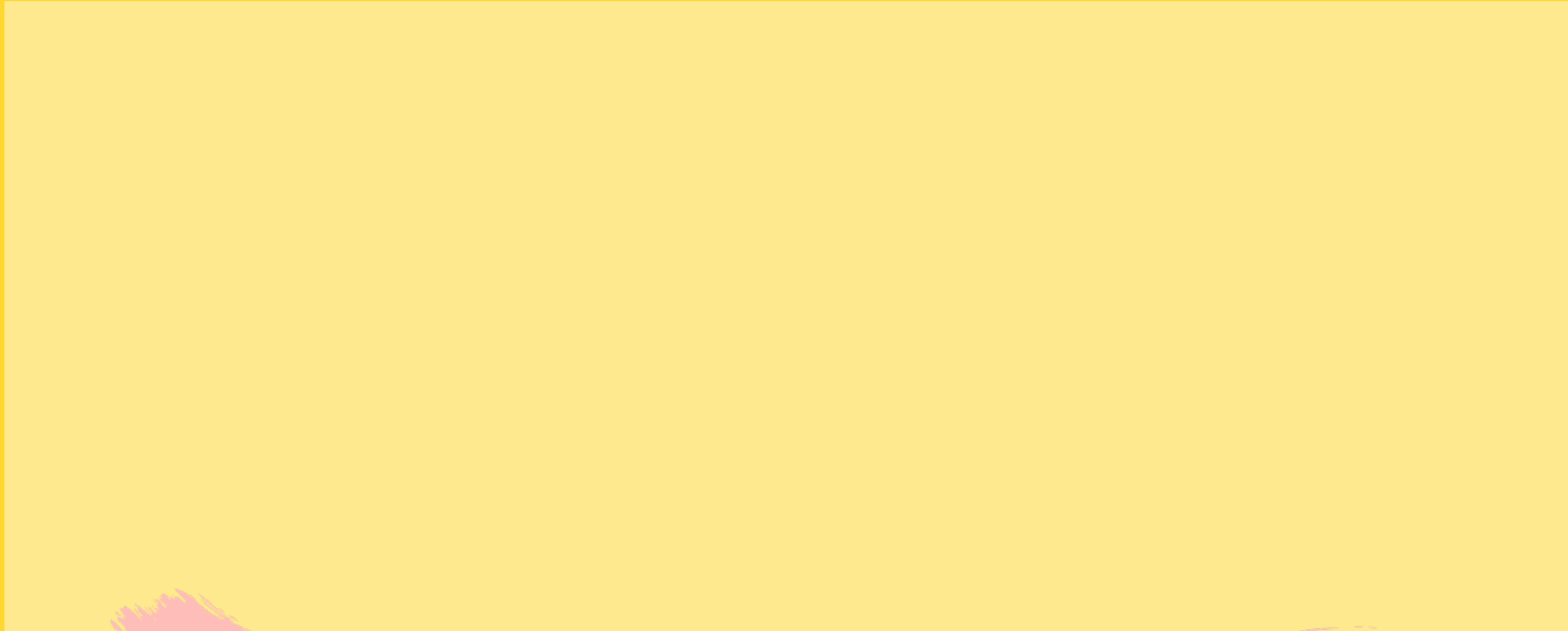
INTERNAL DATES

A LIST OF KEY INTERNAL MOMENTS



EXTERNAL DATES

A LIST OF KEY EXTERNAL MOMENTS



CONTENT TARGET

WHAT CONTENT WILL I CREATE

MONTH 1

MONTH 2

MONTH 3

CRISIS PR

**WE
RN** @wernchat #hypeyourself

CRISIS PR

WHAT MIGHT GO WRONG?



THE END

lucy@thewern.com

**WE
RN** @wernchat #hypeyourself