



# Your Campaign

**A BUSINESS OWNERS  
GUIDE TO UNDERSTANDING  
PUBLIC RELATIONS**

# PR 101

by Raven Robinson

**“Never expect others to understand  
the vision God gave to you.”  
– Unknown**

Knowledge is power, and you can get power through information. That's why implementing a creative campaign and an effective communications plan is so crucial. This workbook will help you layout an organized game plan from start to finish by establishing all the necessities needed to make your campaign a success. Gather your staff and fill it out together. You may have more fun than you think.

**This workbook is dedicated to all the  
business owners across the world.**

# Note from the Author:

When I initially created this company, I went through a time of trial and error. Many times, my passion and devotion in helping my clientele affected the concrete growth of my business. However, as I began to experience and develop innovative ways to take my company to the next level, it became clear to me that, similar to myself, there are rising entrepreneurs that will undergo these unexpected challenges. Therefore, I decided to create not just a guide, but something tangible and referable such as a workbook for business owners. This book serves to educate, inspire, and help outline the ideas and steps that it takes to advance your company. If you are looking to propel your business to a higher caliber, then this workbook is for you.

Each segment was intentionally and deliberately placed because it is effective and reflective. This workbook exemplifies the process of becoming an entrepreneur that believes in themselves and in their company. Even if you think of yourself to be very accomplished and stable within your business thus far, you can still benefit from this workbook because the expansion and growth of a business are infinite. There will always be ways in which you find yourself needing to return back to the basics and regenerate the drive and focus of your business. Investing in yourself as an entrepreneur is investing in your company.

The guide with bonus workbook will help set the path you need to create successful campaigns. I hope that the ebook is just as resourceful to you as it is to me while I continue to create campaigns and expose my clients and business in the realm of public relations.

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**Dear Reader,**

You have already accomplished the most important elements of your career. The elements to in which I am referring to are 1, investing in your career by purchasing resources such as these, and 2 trusting another individual into your world to offer guidance and assist you through your journey. These two elements are All of these elements are important to move forward in your career.

Why a workbook?

How many times have you attended a conference or , read a motivational book, and felt inspired. However that inspiration dissipated and two days later the passion was gone. Having a workbook creates a direct call to action for readers to read, take notes and flush out ideas as they come to you. This workbook is intended to help business owners come up with their own public relations strategy and continually serve as a reference.

### ***TIPS FOR READING:***

To ensure you get the most out of your workbook be sure to give yourself a quiet workspace where you can be undisturbed for an hour. Have your favorite pen handy.

Remember GOOGLE is your friend. There will be places where you notice the \*\* sign. The reader is encouraged to use google to make the best out of this tip.

P.S Do not cheat yourself. Take the time to take notes and fill in the blanks. You will only hurt yourself by not taking full advantage of the workbook. Review your notes over and over and update your answers as your business grows.

***Sincerely,***  
***Raven Robinson***

# CHAPTER 1

## QUESTIONNAIRE

## QUESTIONNAIRE:

1. What makes you qualified to run your own business? Think of both formal and informal experiences that have molded you into the business owner you are today.

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2. Do you offer a product or service that people NEED? Why should people buy into your brand? How does your service/product directly benefit your consumers?

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3. What do you feel your clients appreciate about you the most? (Think about how your service differs from your competitors. Maybe you write hand written thank you cards with your products or provide complimentary champagne in your shop.)

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4. Describe a situation where you feel you could have made a better decision in building your business.

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5. Describe a situation where you excelled, above and beyond while building your business.

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You now have just created an exceptional pitch. And have taken the time to pat yourself on the back while at the same time seeing which areas need improvement. You have a pitch that is transparent, humbled and boastful all in one.

*I am qualified to own my business because.....  
My services/products benefits my consumers  
because... My clients appreciate...  
Everything has been a learning experience,  
there was a time I....But I have since then  
grown and have been able to excel, such  
as when I.....*

# CHAPTER 2

## ENTREPRENUERSHIP PREP TIPS

## ENTREPRENEUR PREP TIPS

Once you make a decision to own a business, there are certain formal and informal things you must work on before pitching clients.

**TIP**

### 1. BE ABLE TO SELL YOURSELF

- Have a professional biography. The biography should highlight your professional achievements, motivations and future career goals.
- Have various professional photographs and headshots.
- Be knowledgeable in your industry; be abreast with key terms and current events. This will establish you as an expert and allow you to hold meaningful conversations with peers.

**TIP**

### 2. INVEST IN RESOURCES

- An investment is not only monetary, it is also time.
- Join and commit to organizations that encourage growth not only for your specific field, but for entrepreneurs.
- Commit to reading weekly blogs and signup for webinars (seminars that offer career tips)
- Purchase tools and resources that you can refer back to, such as this workbook.
- Attend workshops and conferences relevant to your industry.
- Find a mentor and become a mentor to someone else. Share the wealth of knowledge.

## TIP

### 3. PRACTICE PUBLIC SPEAKING

- An exceptional business owner is able to articulate their thoughts not only in public, but also on the phone.
- Practice speaking in front of crowds, such as friends or peers. Honest peers will give you feedback on your content, tone of voice, and body language.
- Always speak with confidence, and use every moment as practice.

Create a list of organizations you can join:

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Create a list of blogs, magazines that provide industry news:

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Create a list of events you can attend:  
(Check [eventbrite.com](https://www.eventbrite.com) and your social media platforms)

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Create a list of meet up groups or networks you can join:  
(Check resources such as [meetup.com](https://www.meetup.com))

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# CHAPTER 3

## FINDING YOUR IDEAL CLIENT

# 1 LET START BY CLARIFYING YOUR GOAL: WHERE DO YOU WANT TO GO?

Your long-term goal should be rooted in your business mission and vision. You need to consider all the small steps along the way that will ultimately lead to your final destination.

Establishing a clear goal is the first step without it you will be lost. Think about what your end goal looks like, and ask yourself, how will you know when you've reached a win? The clearer and more specific your goal is, the easier it is to implement a plan to achieve it.

What are the overall goals for your business? What type of results are you trying to achieve?

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Your short-term goals are things that can be done between now and the next few months, while creating a platform for the long-term goals.

I.E

Long Term Goal: Magazine Placement

Short Term Goal: Setting up a photo-shoot

### **SHORT TERM GOALS:**



### **LONG TERM GOALS:**



## 2 RESEARCH: TAKE A LOOK AROUND

Now that you have built your business plan, it is time to begin marketing to consumers.

Prepare a SWOT analysis for your services (strengths, weaknesses, opportunities, and threats). I.E if you have a nail polish line, a strength may be the quality of the product, a weakness may be that you have a small color selection, an opportunity would be you live near a large number of nail salons you can pitch, and a threat may be there are three other boutique polish brands in your community.

STRENGTHS	WEAKNESS	OPPORTUNITIES	THREATS



## TARGET AUDIENCE: WHO IS YOUR IDEAL CLIENT?

You know that defining a target audience is going to be your best business practice. But defining a target audience is a best practice for anyone. Identify your key audiences early in your campaign planning. In order for people to "buy into" a product or service, they need to relate to your message. By making a personal connection and establishing trust, your campaign will succeed. Determine which audiences influence your campaign goal, as well as when and how to do it.

How are you going to get information about your  
Current Audience? (Survey, Data, etc.)

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Prepare a list of target demographics. Include age, race, gender, marital status, income, education, and occupation.

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Make a Client Profile of your Current Audience here. What are their key traits and characteristics? (Remember you can have multiple types of Audiences)

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Feel free to jot down more characteristics here:

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Which media outlets are they using on a day to day?  
These are the outlets you need to look at with by commenting and engaging on social media. Research these outlets and once you become acquainted, pitch yourself for a prospective interview or feature.

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Which types of events are they attending?

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Which social media outlets are they most frequent on, which hashtags are they using? Focus on 3 you observe your target audience uses the most.

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As you begin to build your brand as a business, begin to network to make sure people know your product and the services you offer. Your social media outlets need to reflect what you do for prospective consumers. Use proper hashtags and participating in the proper twitter chats. Having followers on these social media outlets is not as important as having the RIGHT followers. Followers who are posting valuable opportunities, industry news and tips you can grow from.

When trying to grow revenue for your brand, consider ways to establish yourself as an expert, that will make your pitching easier. Create local forums or host workshops webinars, pop-up shops and more that allow you to provide a preview of your capabilities. Be sure to look for opportunity in places that already have the platform you need. Reach out to small business advisors and tell them about your service. Inquire about the information needed for you to be a prospective speaker on the topic of entrepreneurship, or topics that are important to you.

Partnerships are also essential-reach out to other business owners for partnership opportunities for launches or events. There may be an event where a raffle item can be donated or your services could be offered. There are various ways to create your own opportunity solely by pitching your skills and inquiring.

Bartering is also a great way to find more clients. I use this term very carefully because I never suggest to offer services or products for free, but when done properly, bartering can be very resourceful. This could look like bartering with a restaurant for meeting space on a month-to-month basis. Office space rentals are expensive, and so is finding a venue to host events. Creating a system where you can use a space for your business forums or meetings in exchange for public relations or other services is great because your prospective clients will want to be represented by someone they know is resourceful.

The restaurant may even be able to cater your events for little to no price. Not only can you barter for venue spaces, but also someone who owns a studio, or a photographer. Get creative, and consider things that would be resourceful to you. Partnering with other business owners in and outside of your field will be a helpful way to have someone vouch for your services and bring you more business. Sponsorship opportunity can also create valuable partnerships where both parties can assume specific roles for a campaign or event.



## **Key Message:** **WHAT ARE YOU GOING TO SAY?**

A message is your idea coming to life, shaped by your communications strategy. Your message should be clear and concise-it will support your goals and resonate with target audiences. In order for the message to be effective, it must appeal to people's core and common values.

### **WHAT DO YOU BELIEVE MAKES YOU UNIQUE?**

### **WHY SHOULD PEOPLE CHOOSE YOU OVER ANYONE ELSE?**

### **WHAT IS YOUR KEY MESSAGE?**

# CHAPTER 4

## IMPLEMENTING CREATIVE CAMPAIGN



Now that you have more customers, engage with them as you grow more prospects.

The tips below are to assist with the following elements of the campaign, press releases, media pitching, email marketing, and social media.

## **PRESS RELEASES:**

When writing your press release,\*\* have a general one to distribute, but also create press releases that appeal to various (appeal to various/relevant angles). For example, you are hosting a fashion event. Pitch local community outlets about the event going on in the community. Pitch fashion bloggers and journalist to come out and write about the event/product. If you are donating proceeds of the money made that evening to a cause, pitch media who focus on philanthropy and giving back. Preferably outlets that have shown interest in the organization or similar ones. This will expand the media exposure you create for your business. The press release should answer the 5 W's-the who, what, where, when and why of the event or specific campaign.

## **MEDIA PITCHING:**

When pitching media, feel confident enough to cold call the main headquarters of outlets and inquire to speak with the editor in the division you need. Similar to the press release strategy, pitch various angles. If you are a fashion designer, pitch entrepreneur magazines or small business writers, and create tips for small business owners. Not every feature needs to be an outline of your fashion resume or product review. Build credibility for your brand. Speak to social causes and speak at mentoring events, middle school workshops and more. This will open the media attention, creating headlines such as “local business owner giving back”, which can hit various outlets. I cannot stress this enough: BE CREATIVE! It is important to draw connections between your brand and the publication.

## **EMAIL MARKETING:**

There are various programs that provide cheap email blast services.\*\* You should collect emails for your past and prospective clients. You should create a separate list for media and people you meet at specific events. This will help ensure, you stay in contact with everyone, from people who have grabbed a flyer at an event, to people who have purchased products/services. Use this as a platform to stay in contact with everyone to inform them of sales, upcoming events or just to say HAPPY HOLIDAYS. It is great to email people, not only to let them know your latest press placement, but to simply say hello as well. This is helpful for building your fan base. As your list grows you are ensuring to stay connected with everyone you come in contact with.

Below, please find 3-sample email blast. Clients enjoy visuals, nothing too wordy. I suggest using one or two sentences and incorporating a "learn more" option, which will land them back to your website.

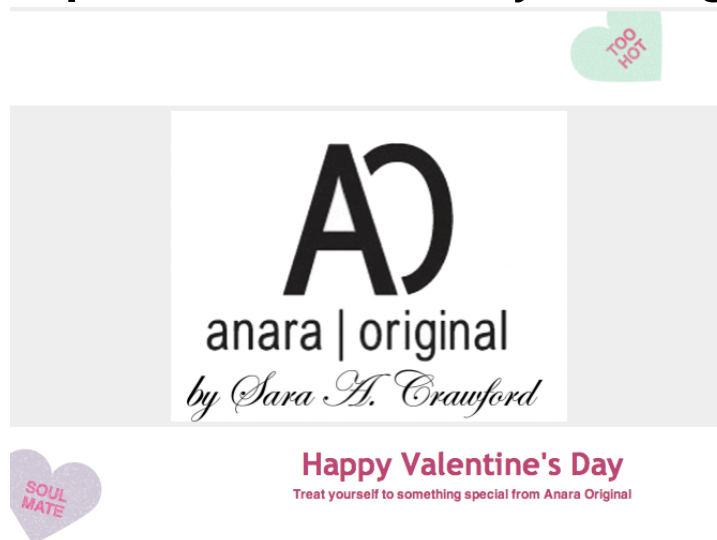
## \*Sample 1



## \*Sample 2



## \*Sample 3 ( General Holiday Greeting)



## **SOCIAL MEDIA:**

Be fully engaged on social media. Prior to implementing campaigns, you should research accounts that similar brands are following. Engage in chats on all outlets, and continually use social media measuring tools to measure progress. You should be announcing company updates and events while engaging with prospective consumers, current consumers, and media online. When running a brand's page, stray away from posting personal information. Engage with other brands and show gratification to media outlets for placements. It is important to use relevant hashtags and to participate in popular culture trends by making them relevant to your industry. For example, for Throwback Thursday (#tbt) you may want to highlight past achievements of the brand. For Woman Crush Wednesday "#wcw" maybe, you want to highlight a female staffer or customer. These are popular hashtags that already gain traffic, a perfect opportunity to take advantage of.

## PR TOOLS + MEDIA

### LIST PR TOOLS THAT YOU WILL USE FOR ALL YOUR PR EFFORTS

Press release, media kit, media alert,  
email newsletter, social media, special  
events, promotions, pitch letter or  
email.

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

### PR TOOL DETAILS

### WHAT ARE THE CHARACTERISTICS OF THE MEDIA OUTLETS YOU NEED TO CONTACT?

Think of the types of outlets that are  
appealing to your Target Audience.

### LIST THE TOP 10 MEDIA OUTLETS IN WHICH YOU WOULD LIKE TO BE FEATURED

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

# CREATE A TIMELINE

Use the table to create A timeline for your project and schedule important tasks. Don't forget to refer to your goals and deadline. Your goal deadline will work as your reference.

Task	Details	Due Date	NOTES

# REPORTING + TRACKING

WHAT INFORMATION ARE YOU GOING  
TO KEEP TRACK OF:

Likes, link clicks, mentions, press coverage,  
page views, and # of followers

LOOKING AT THE DATA, WHAT WERE THINGS  
THAT REALLY WORKED?

WHAT DATA AND TOOLS WILL YOU USE TO  
COLLECT YOUR INFORMATION?

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

LOOKING AT THE DATA, WHAT DID NOT WORK?  
HOW COME?



WHAT WOULD YOU CHANGE ABOUT YOUR PLAN OR TUNE UP NEXT TIME?

NOTES

[illegible]

## **ABOUT THE AUTHOR**

## RAVEN ROBINSON

Raven Robinson is an innovative young political strategist and public relations professional hailing from New York City. Ms. Robinson is the founder of Pr2Politics, a consulting firm that offers public relations services to political candidates and emerging public figures. She holds a Bachelor's Degree in Political Science from The City College of New York where she served as the President of their Public Relations Student Society of America (PRSSA) chapter.

Raven Robinson is an award-winning, innovative political strategist and public relations consultant based in New York City. In 2017 Huffington Post named Ms. Robinson one of the Top 25 African American PR Millennials to Watch. In her role as the CEO of Pr2Politics, Ms. Robinson continues to successfully secure partnerships, national media placements and execute social media campaigns for various State Senators, Assembly members and City Council members throughout New York State. In 2015 Ms. Robinson was featured in City & State as a Top 40 under 40 Rising Star in NYS Government.



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