

How to Create a Simple PR Plan

# Public Relations Planning Workbook

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PUBLIC RELATIONS • MARKETING

**#1 - GOALS** *(remember to make your goals Clear, Purposeful and with a Deadline)*

**List 3 Goals that you want to accomplish in the next 6 months**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What do you need to do to accomplish Goal #1?**

**What do you need to do to accomplish Goal #2?**

**What do you need to do to accomplish Goal #3?**

## **#2 - TARGET AUDIENCE**

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

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

**List the characteristics of your Perfect fan/customer/donor.**

### **#3 - KEY MESSAGE**

**What makes you unique?**

**Why should people choose you and your art over the competition? What's in it for them?**

**What is your key message?**

## **#4 – PR TOOLS**

*(Here are some tools available to you – press release, media kit, pitch letter, media alert, email newsletter, social media, special events, promotions)*

**List 5 PR Tools that you will use for all your PR efforts**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**PR Tool Notes and Details**

## **#5 – TARGETED MEDIA**

**What are the Characteristics of the media outlets you need to contact?** Remember that they need to be the types of outlets that are appealing to your Target Audience. *(Examples: online/print, jewelry & fashion focused, young women, Spanish-speaking)*

**Media Wish List – List the top 10 Media Outlets in which you would like to be featured**

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

**How are you going to get your media outlet's contact information?**

*(What tools and resources are you going to use to build your press list?)*

## #6 – TIMELINE

Use the table below to create your project timeline and schedule your important tasks. Don't forget to refer to your goals, which should have a deadline. Your goal deadlines should act as a reference when making your timeline.

<b>Task</b>	<b>Details</b>	<b>Due Date</b>	<b>Notes</b>

## **#7 – TRACKING & REPORTING**

**What information do you want to track?** (Examples: link clicks, post likes, media mentions, press coverage, website page views, # of followers, etc.)

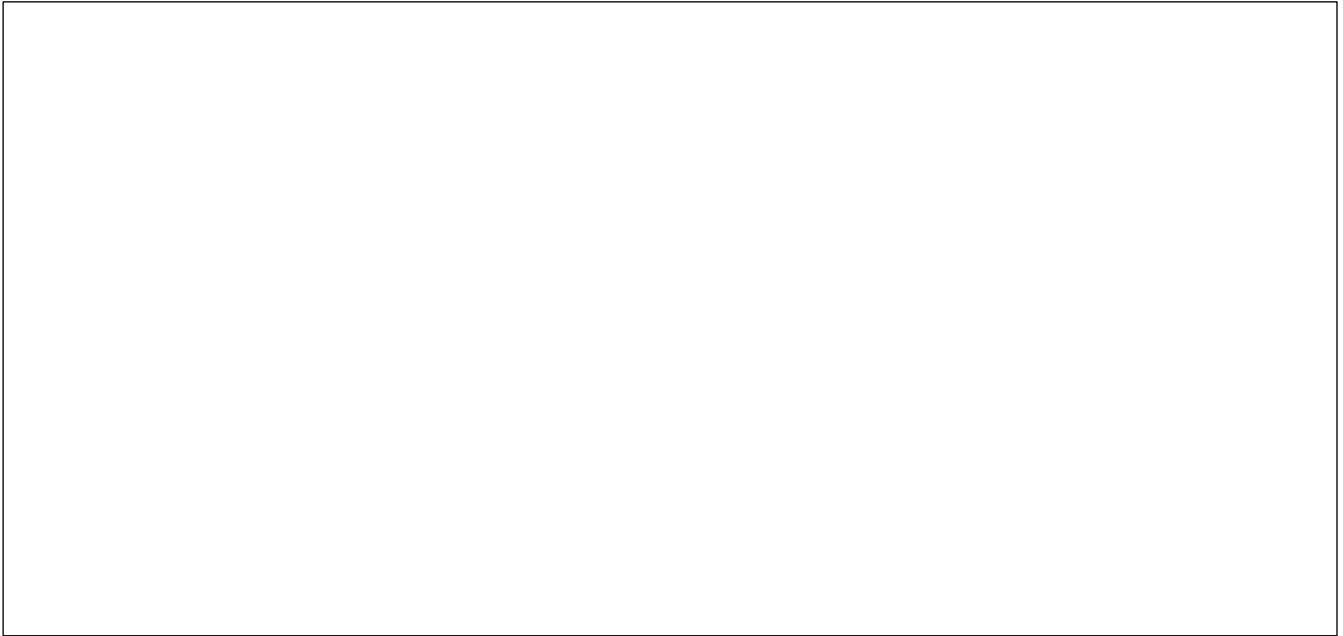
**What tools, resources and data will you use to collect your information?** (Examples: Google Analytics, Facebook Insights, Google Alerts, Search Results,

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

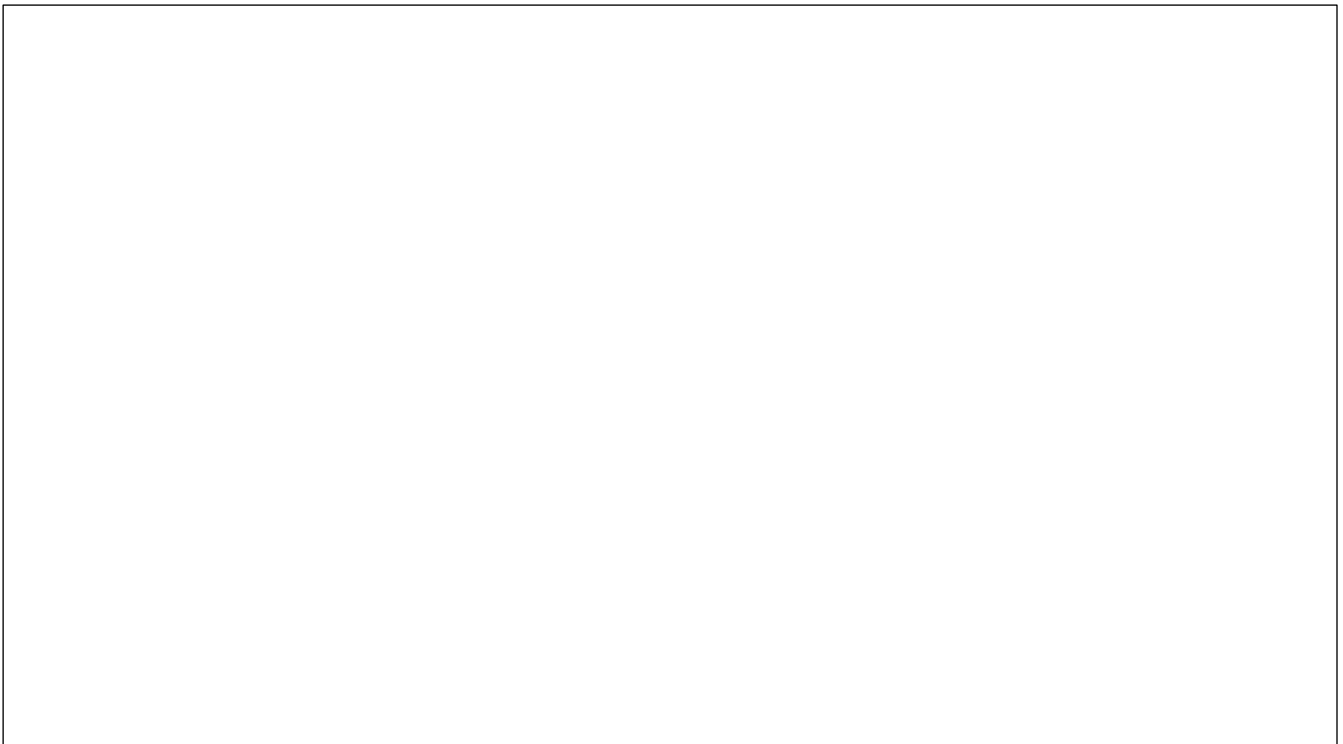
**Looking at your data, what are some things that worked really well?**



**Looking at your data, what did not work so well? Why was this unsuccessful?**



**What aspects of your plan would you change or adjust next time?**



# NOTES

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