TELL

PUBLIC RELATIONS

SERVICE MENU

Benefits of full-service public relations

TIME

It takes about 20 hours per week to craft a media list, write personalized pitches, write press releases, and execute your brand's PR strategy. Many business owners simply don't have that kind of time.

EXPERTISE

Our team includes experienced publicists, former journalists, graphic designers, micro-influencers, and social media strategists. Instead of searching Google and Youtube for tips on how to do your own PR, you can entrust this to your fully trained team. We have worked with national nonprofits, facilitated public relations trainings for other industry professionals, and worked with media heavy-hitters. Let us use our talent to help you achieve your visibility goals.

OBJECTIVE FEEDBACK

Often times our team members, friends, and colleagues don't provide the objective feedback we need to position ourselves for increased visibility and an enhanced reputation. But publicists are in the business of giving tough-love truth to help you see your blind spots and polish your image. We will also tell you what's working, what isn't and how you can pivot successfully in order to begin getting the (long-term) attention you deserve.

LONGEVITY

Unlike costly ads with a short shelf-life, public relations strategies can set your business up for the long-run. You can secure media placements that you can use to 1. Attract high-profile attention 2. Increase sales and 3. appeal to potential funders and collaborators—all things that simply cannot be achieved with advertising, social media, or "word of mouth" marketing.

SURPRISE BENEFIT: A DEDICATED WING WOMAN

While we enter into a contract to serve as your publicists, there's so much more that takes place as a byproduct of our relationship. We are the women who calm you when you're stressed about your launch. We are the team that has your back when your event photographer cancels and you need to find a new one ... stat! We are the ladies who tell you when you should probably wear a different blouse for your media interview, so you don't regret that media hit once it goes live. We are there to encourage you when you don't know which direction to go as a business owner, because we know the struggle all too well.
And that's the kind of thing you can't quantify in a contract.

FULL SERVICE PUBLIC RELATIONS

FOCUS ON YOUR BUSINESS. WE'LL TAKE CARE OF EVERYTHING ELSE.

Done-for-you PR allows you to stay present in your business while we operate as the machine behind-the-scenes helping you increase your visibility.

When you bring us on as your public relations team, we:

- craft unique strategies (and specific tactics!) customized according to your goals, expertise, and objectives
- create and manage the relationships you'll need to independently sustain your visibility
- secure media placements on your behalf, which includes podcast interviews, television features, magazine features, speaking engagements and more
- facilitate outreach and partnerships with industry influencers on your behalf
- work to establish you as a go-to thought leader in your space by building your social proof and positioning you well among both your industry peers and potential clients

We are currently at capacity for full-service clients through February 2021.

INQUIRE FOR RATES.

ONE-TIME VISION SESSION

90 MINUTES OF INTENSIVE STRATEGY

This is a one-time 90-minute session for us to get to the root of why you haven't gotten much "shine"-- and then we're going totally change the game. *[BOOK NOW]*

WHAT TO EXPECT:

We'll craft 3-4 news story angles for your business to make you relevant and attractive to the press and/ or your social media community

Advice on how to increase your visibility according to your personal strengths, target audience, and PR goals

A one-page "publicist audit" of your social media account and website (to see if it's optimized for visibility for media outlets, clients, and visibility opportunities

A customized 21-day visibility plan so you know exactly what to do once we conclude our session

A detailed recording of your 60-minute session + 30-minute adudit video

$250

"THE WINGWOMAN" • PUBLICITY COACHING

HELPING YOU GET YOUR OWN SHINE

Four weeks of publicity coaching. (4 60-min. Zoom sessions)

Includes: tangible steps to promoting your launch/ product/ service, goal-setting, weekly resources, media lists, creative story angles to keep you relevant to media, social media and sales metrics

Format: Coaching/ training style, via Zoom

This coaching package is best for women who:

- want to be their own publicists, but don't know where to start
- want help identifying the most newsworthy aspects of their businesses
- desire tangible tools to be seen as an actual thought-leader
- need help crafting a real-life PR strategy
- want to launch a new business, product, or service with a publicist's help

$899

TRAINING

WORKSHOPS

Our team is available to lead a visibility workshop for your organization. Please plan to dedicate two hours for the training, and prepare to print hardcopies of the student workbook for each attendee.

If interested, please contact us for rates and availability.

Note: Due to COVID, we are not currently conducting in-person workshops at this time.

CONTACT TO INQUIRE.

SPEAKING

Danielle speaks nationally on the subjects of:

- the power of visibility for women-owned businesses
- thought leadership among female entrepreneurs
- branding and positioning for career transitions

Note: Due to COVID, we are not currently flying for speaking engagements at this time.

CONTACT TO INQUIRE.

PUBLIC RELATIONS CONSULTING

WHAT IT IS

Small to medium-sized businesses often bring us onto their teams for a short-term launch, campaign, or visibility project. During our time together, TELL team members can advise key stakeholders in:

- Developing strategic partnerships (with community members, businesses, social trendsetters)
- Creating actionable strategies for generating press coverage
- Creating meaningful metrics for successful PR campaigns
- Publicity Trendspotting (our most popular service!)
- Developing crisis management plans
- Creating reputation management plans
- Assessing messaging for public perception / consumption
- On-camera training and media coaching
- Developing inclusive communication strategies

RATES

We are eager to hear about how we might come alongside you and serve as a resource. Since every project is unique. we'd love to have learn about your goals, pain points, objectives, and expectations. Call our office at 813-530-5636 to discuss your vision.