



20 Questions

To Jumpstart Your PR Plan

1. What's your goal?
2. Who do you need to talk to?
3. How much time do you have?
4. How much money can you spend?
5. How much time can you devote every day?
6. What's your brand?
7. What's your PR personality?
8. What are your talking points?
9. Who are your cheerleaders?
10. Where are you 'local' to?
11. What trends, topics/events or seasons do you tap into?
12. What are you an expert on?
13. What causes do you support?
14. What kind of press coverage will you seek?
15. What kind of contest can you tie into your book?
16. How will you build your web presence?
17. What will be your primary means of communication?
18. What role will your in-house publicist play?
19. What skills and/or technology do you need to invest in?
20. How will you keep the buzz going?