

The Buy From A Black Woman Essentials of PR Worksheet

Created in collaboration with Black Girl PR

1. Understanding PR: The Basics

- What is PR, and how does it work for your brand?

- List the main differences between PR and marketing?

- Why is PR crucial for your business?

2. Building Your Brand Story

- Write down the main points of your brand story.

- What elements make your brand story compelling?

- List the ways that your story aligns with your target audience?

3. Identifying Your Target Media

- What media outlets does your target audience frequent?

- What media outlets are most relevant to your industry?

4. Common PR Mistakes to Avoid

- What are the most common PR mistakes?

- How can you avoid these mistakes in your strategy?

5. Media Relations 101

- What strategies can you use to build relationships with media?

- How can you maintain strong media relationships?

This worksheet was created in collaboration with Black Girl PR. Black Girl PR helps Black women founders and leaders gain publicity and boost their online presence. To learn more about how they can help you get press and media features, visit: www.BlackGirlPR.com.