

PR Tool Kit

Congratulations! You are now on the journey to financial freedom as a successful entrepreneur. While on this journey, you want to ensure that customers, consumers and media are aware that your business exists. A PR Tool Kit is a necessity in the business world!

The V.K. Fields and Company PR Tool Kit is an information packet containing customized information about your book, business or organization. The following information would be included in your PR Tool Kit:

- ✦ **Press Release:** A press release is a notification to the media on any events your company may be a part of. For example, if your company will be featured at a fundraiser event, you would want to create a press release about that event; date, time, location, etc.
- ✦ **Company Boilerplate Information:** A short paragraph containing relevant and important information about your company to be included press releases, articles, etc.
- ✦ **Executive Headshot/Photo:** A professional headshot photo in hardcopy and/or in digital format which is included with any information about your company
- ✦ **Media List/Industry Beat Reports:** Media contact people for your particular industry and an all inclusive media list relevant to your industry.
- ✦ **Biography/Resume:** A written account about the your life and academic, professional, social and civic accomplishments.
- ✦ **Company Product/Service Fact Sheet:** A brief summary about your company and the products and services you provide. In addition, it may contain key facts about your company, references, etc.
- ✦ **Identity package:** This would include your company logo, business card, stationery, website and marketing brochure.
- ✦ **Web Domain:** Your website with a custom or personal domain name. (URL)
- ✦ **List of Expert Speech or Presentation Topics:** You may have the opportunity to participate on a business panel; always provide a list of topics you can discuss.
- ✦ **List of Industry Leaders and Experts for Media Referral:** Other companies in your industry that you can refer the media to for expert information and people who can refer you as an industry expert.
- ✦ **15- and 30-Second Commercial:** Personal script which can relay pertinent information about your company, products and/or services and contact information in 15 seconds and 30 seconds.
- ✦ **Media Database for Release/Info Distribution to Promote Company:** Media contacts and locations where information about your company should go. Examples would include Radio Stations, Television Stations, Newspapers, Industry Websites, etc.