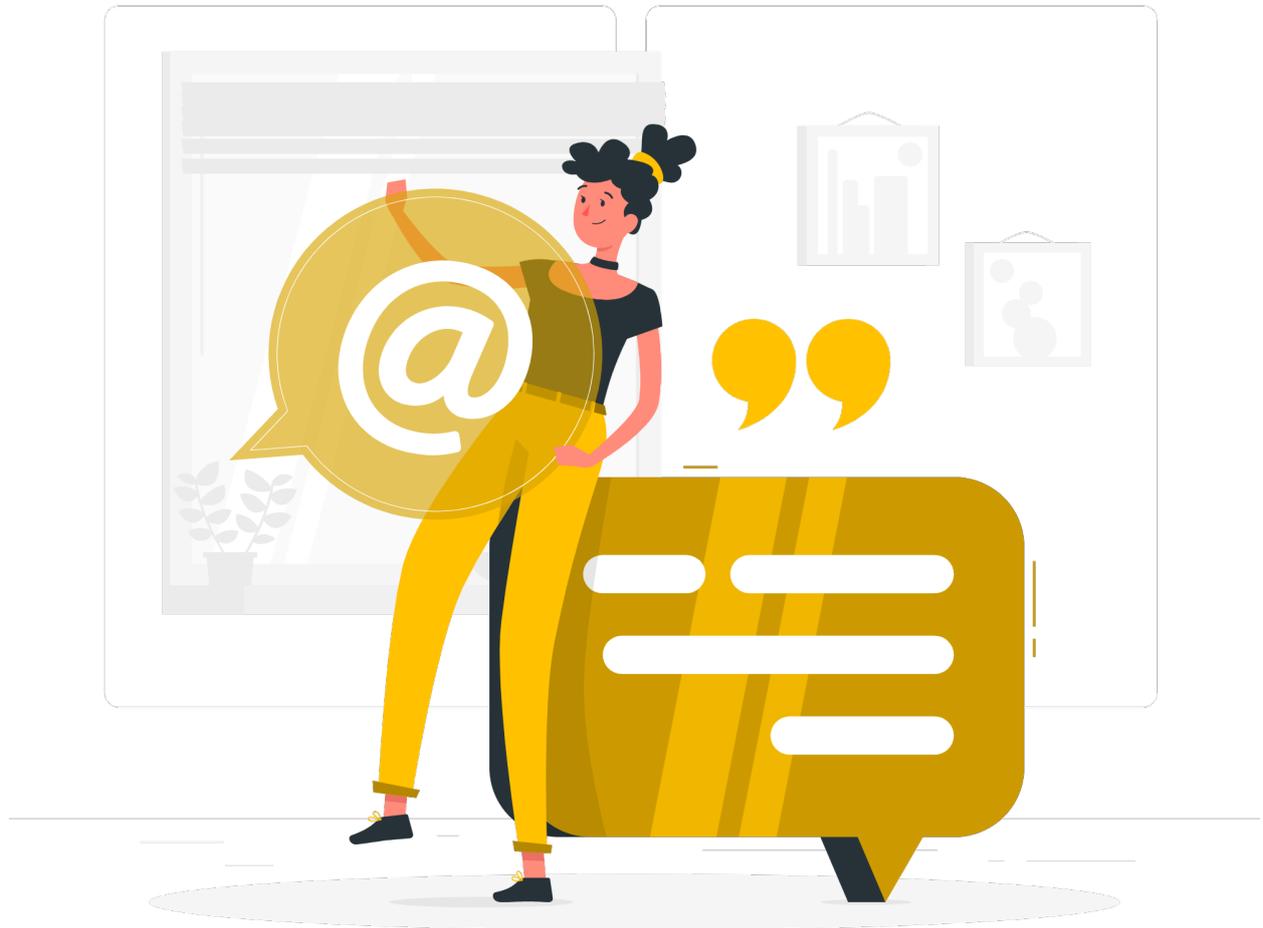




your **START UP** *story*

GROWING . DEVELOPING . GUIDING



LEVEL: Beginner

DURATION: 2 weeks including x 2 one to one Zoom calls

REQUIREMENTS: Access to Microsoft, able to download safe software, have access to laptop/PC/Mac with in-built camera and microphone

Perfect PR Module

Before approaching the press with a story, you and your business have to become media friendly. Establishing a good relationship with local, regional or national journalists will play a solid part in the amount of publicity you receive – today and tomorrow.

This module helps you to prepare for public relations activities.

Learning Activities:

Over the course of 2 weeks, this course will guide and take you through the steps on:

- How to write an effective Press Release with guide expert help on crafting your own story
- Shows you examples of killer Press Releases
- Shows you what a Press List involves and then shows you how to create one
- Supports you with one to one advice on creating a relevant and appropriate press list for you and your business
- Shows you how to create a Press Pack for your business and your story with advice and support

Learning Outcomes:

At the end of the 2 weeks, you will:

- Understand about Public Relations and the role it has within the marketing mix
- Know the steps to take when writing a Press Release
- Be able to create a Press List for your Press Release
- Be knowledgeable on how to create a Press Pack for your business and be able to compile a Media Pack
- Understand how to sell your story into the press

**Securing editorial in any publication is not guaranteed.
PR is at the discretion of the publication's editor. What goes on in the world around us plays a massive part in whether our editorial will be published. If there's a big, national news story then our press release may get bumped down the list.
However, by creating and maintaining good press relations, your chances of gaining PR will be greatly increased.**

Note:

**This module does not guarantee commercial success or increased business revenue.
All business decisions will be at the sole discretion of the business owner and not YSUS.
YSUS does not accept any liability or responsibility for the success or failure of
YSUS's clients' business ventures.**