

PERSONAL PR

Checklist



CREATE YOUR OWN

PERSONAL PR CHECKLIST

USE THIS NEXT TIME YOU ARE PREPARING TO CONTACT THE MEDIA. ADD ITEMS SPECIFIC TO YOUR BUSINESS, INDUSTRY OR AUDIENCE.

What is my objective for this PR activity?

What is my key message for this PR activity?

Am I serving my audience?

Am I factually correct?

Is my tone in line with my brand values?
