

**Three Girls Media & Marketing Inc. and PR 101 Radio Present**

## **PR 101: Learn to Do-It-Yourself with Confidence!** for Small Businesses & Entrepreneurs



**Very valuable information.  
Thank you Erika!**

– Raya Mazmamian, President  
Weddingish

**We loved your seminar.  
High tech plus high touch!**

– Sashi Nand, CEO  
S&S Gifts

**As a proficient media  
presentation about PR, we  
were frankly impressed.**

– Cheryl McGill, Partner  
CornerStone Realtors McGill

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*Award-winning broadcaster, CEO and National Radio Host,  
Erika M. Taylor, will teach you how in this 4-CD series!!*

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**Small Business Owners and Entrepreneurs**

***Take the mystery out of PR!*  
Learn Tips, Tricks, Do's & Don'ts,**

**What you MUST KNOW  
*to get your own media coverage!***

**CD Session #1 WORKING WITH THE MEDIA**

- Ads vs. PR – The Pros, Cons, and What to Expect from Each
- What IS the Media? What the *Media* Wants in a Story
- What is *Your* News, and What is NOT

**CD Session #2 HOW TO PREP FOR PRESS ATTENTION**

- First Impressions are Last Impressions – Make Yours Count!
- Branding – Creating a Consistent Message for the Media
- Does Press Coverage Result in Sales? How to Plan

**CD Session #3 HOW TO APPROACH THE PRESS**

- Which Media Outlets Should You Target?
- Who is the Right Contact at Different Media Outlets?
- What Information Press Wants. How Much and When to Send It

**CD Session #4 GOT PRESS COVERAGE? NOW WHAT?**

- Tips to Keep Reporters Remembering You
- How to Determine the Real ROI of PR
- Long-Term Benefits of Media Placements
- 5 Ways to Promote Your Coverage