

Why do you want PR?

[Write in here the reasons you want to get exposure. Is it to increase your customer base, gain more end consumers, attract investors or good talent?]

Target audience

[Write a list of the people you'd like to read about your business. Don't be lazy and put everyone with a pulse; think hard about who these people are. Are they customers, investors, potential staff and/or end consumers?]

Target media

[Write a list of the types of media your target audience is reading eg business press and websites (Dynamic Business), local press (Wentworth Courier), metro newspapers (The Age), national newspapers (AFR). You don't need to list each individual title at this stage, just the type of media.]