

YOUR CAMPAIGN:

**A business owner's guide  
to understanding  
public relations**



Raven Robinson



*Never expect others to understand the vision God  
gave to you - Unknown*

*This workbook is dedicated to all the business owners  
across the world.*

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# Introduction

Dear Reader,

You have already accomplished the most important elements of your career. The elements in which I am referring to are 1, investing in your career by purchasing resources such as these, 2 trusting another individual into your world to offer guidance and assist you through your journey. All of these elements are important to move forward in your career.

Why a workbook?

How many times have you attended a conference, read a motivational book, and felt inspired and two days later the passion was gone. Having a workbook creates a direct call to action for readers to read, take notes and flush out ideas as they come to you. This workbook is intended to help business owners come up with their own public relations strategy and continually serve as a reference.

**Tips for reading:**

To ensure you get the most out of your workbook be sure to give yourself a quiet workspace where you can be undisturbed for an hour. Have your favorite pen handy. Remember **GOOGLE** is your friend. There will be places where you notice the \*\* sign. The reader is encouraged to use google to make the best out of this tip.

P.S Do not cheat yourself. Take the time to take notes and fill in the blanks. You will only hurt yourself by not taking full advantage of the workbook. Review your notes over and over and update your answers as your business grows.

Sincerely,

*Raven Robinson*

# CHAPTER

# 1

## Questionnaire

1. What makes you qualified to run your own business?

Think of both formal and informal experiences that have molded you into the business owner you are today.

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2. How does your service/product directly benefit your consumers? Do you offer a product or service that people need? Why should people buy into your brand?

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3. What do you feel your clients appreciate about you the most? (Think about how your service differs from your competitors, maybe you write hand written thank you cards with your products or provide complimentary champagne in your shop)

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4. Describe a situation where you feel you could have made a better decision in building your business.

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5. Describe a situation where you excelled, above and beyond while building your business.

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You now have just created an exceptional pitch. And have taken the time to pat yourself on the back while at the same time seeing which areas need improvement. You have a pitch that is transparent, humbled and boastful all in one.

*I am qualified to own my business because.....*

*My services/products benefits my consumers because...*

*My clients appreciate...*

*Everything has been a learning experience, there was a time I....*

*But I have since then grown and have been able to excel, such as*

*when I.....*

# CHAPTER

# 2

## Entrepreneur Prep Tips

Once you make a decision to own a business there are certain formal and informal things you must work on before pitching clients

### 1. Be able to sell yourself

- You should have a professional biography.  
The biography should highlight your professional achievements, motivations and future career goals.
- Various professional photographs and headshots
- Be sure to have a business plan outlining current and future goals of the company. This will be great for prospect investors.
- Be knowledgeable in your industry; be abreast with key terms and current events. This will establish you as an expert and hold conversations with peers.

### 2. Invest in resources

- An investment is not only monetary it is also time.
- Join and commit to organizations that encourages growth not only for your specific field but for entrepreneurs.

- Commit to reading weekly blogs and signup for webinars, seminars that offer career tips.
- Purchase tools and resources that you can refer back to such as this workbook.
- Attend workshops and conferences relevant to your industry.
- Find a mentor and become a mentor to someone else, share the wealth of knowledge, as you would like others to with you.

### 3. Practice public speaking

- An exceptional business owner is able to articulate their thoughts not only in public but also on the phone.
- Practice speaking in front of crowd using friends or peers as your audience. Honest peers who will give you feedback on your content, tone of voice and body language.
- Always speak with confidence and use every moment as practice.

Create a list of organizations you can join:

- 1.
- 2.
- 3.

Create a list of blogs, magazines that provide industry news:

- 1.
- 2.
- 3.

Create a list of events you can attend:

(Check eventbrite.com and your social media platforms)

- 1.
- 2.
- 3.

Create a list of meet up groups or networks you can join:

(Check resources such as meetup.com)

- 1.
- 2.
- 3.

# CHAPTER

# 3

## Finding Your Ideal Clients

Now that you have built your business plan, it is time to begin marketing to consumers.

Prepare a SWOT analysis for your services (strengths, weaknesses, opportunities, and threats) I.E if you have a nail polish line a strength may be the quality of the product, a weakness may be you have a small color selection, an opportunity would be you live near a large amount of nail salons you can pitch to a threat may be there are three other boutique polish brands in your community.



Strengths	Weakness	Opportunities	Threats

Who is your ideal client? Prepare a list of target demographics. Include age, race, gender, marital status, income, education and occupation.

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Which media outlets are they reading on a day to day?  
These are the outlets you need to engage with by  
commenting and engaging on social media. Research  
who the writers are and once you become acquainted  
pitch yourself for a prospect interview or feature.

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Which types of events are they attending?

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Which social media outlets are they most frequent on, which hashtags are they using? There are many social media outlets. Focus on 3 you observe your target audience is uses the most.

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As you begin to build your brand as a business, begin to network, make sure people know your product and the services you offer. Your social media outlets need to reflect what you do for prospect consumers. Using proper hash tags and participate in the proper twitter chats\*\*. Having followers on these social media outlets is not as important as having the RIGHT followers.

Followers who are posting valuable opportunities, industry news and tips you can grow from.

When trying to grow revenue for your brand, consider ways to establish yourself as an expert, which will make your pitching easier. Create local forums, host workshops webinars, pop-up shops and more that allow you to provide a preview of your capabilities. Be sure to look for opportunity in places that already have the platform you need. Reach out to small business advisors and tell them about your service. Inquire about the information needed for you to be a prospect speaker on the topic of entrepreneurship or topics that are important to you.

Partnerships are also essential, reach out to other business owners for partnership opportunities for launches or events. There may be an event where a raffle item can be donated or your services could be

offered. There are various ways to create your own opportunity solely by pitching your skills and inquiring.

Bartering is also a great way to find more clients. I use this term very carefully because I never suggest people to offer services or products for free but when done properly bartering can be very resourceful. Maybe bartering with a restaurant for meeting space on a month-to-month basis. Office space rentals are expensive and so is finding a venue to host events. Creating a system where you can use a space for your business forums or meetings in exchange for public relations, or other services it is great because your prospect clients will want to be represented by someone who they know is resourceful. Maybe the restaurant can cater your events for little to no price. Not only venue spaces maybe someone who owns a studio, or a photographer. Get creative, and consider things that would be resourceful for you. Partnering with other business owners in and outside of your field

will be a helpful way to have someone vouch for your services and bring you more business. Sponsorship opportunity can also create valuable partnerships where both parties can assume specific roles for a campaign or event.

## CHAPTER

# 4

### Implementing a creative campaign



Now that you have your more customers engage with them as you grow more prospects.

The following or tips to assist with the following elements of the campaign, press releases, media pitching, email marketing, and social media.

### **Press Releases**

When writing your press release\*\* have a general one to distribute, but also create press releases that appeal to various (relevant angles) For example you are hosting a fashion event, pitch local community outlets about the event going on in the community. Pitch fashion bloggers and journalist to come out and write about the event/product. If you are donating proceeds of the money made that evening to a cause, pitch media who focus on philanthropy and giving back. Preferably outlets that have showed interest in the organization or similar ones. This will expand the media exposure you create for your business. The press release should answer the 5 W's. The

who, what, where, when and why of the event or specific campaign.

## **Media Pitching**

When pitching media feel confident enough to cold call the main headquarters of outlets and inquire to speak with the editor in the division you need. Similar to the press release strategy, pitch various angles. If you are a fashion designer pitch entrepreneur magazines or small business writers, create tips for small business owners. Not every feature needs to be an outline your fashion resume or product review. Build credibility for your brand. Speak to social causes and speak at mentoring events, middle school workshops and more. This will open the media attention, headlines such as “local business owner giving back” which can hit various outlets. I cannot stress this enough BE CREATIVE! It is important to draw connections between your brand and the publication.

## **Email Marketing**

There are various programs that provide cheap email blast services\*\*. You should collect emails for your past and prospect clients. You should create separate list for media and people you meet at specific events. This will help ensure you stay in contact with everyone. From people who have grabbed a flyer at an event you tabled to people who have purchased products. Use this as a platform to stay in contact with everyone to inform them of sales, upcoming events or just to say happy holidays. It is great to email people not only to let them know your latest press placement but to say hello as well. This is helpful for building your fan base. As your list grows you are insuring to stay connected with everyone you come in contact with.

Below please find 3-sample email blast. Clients enjoy visuals, nothing too wordy. I suggest using one or two sentences and incorporating a learn more option which will land them back to your website.

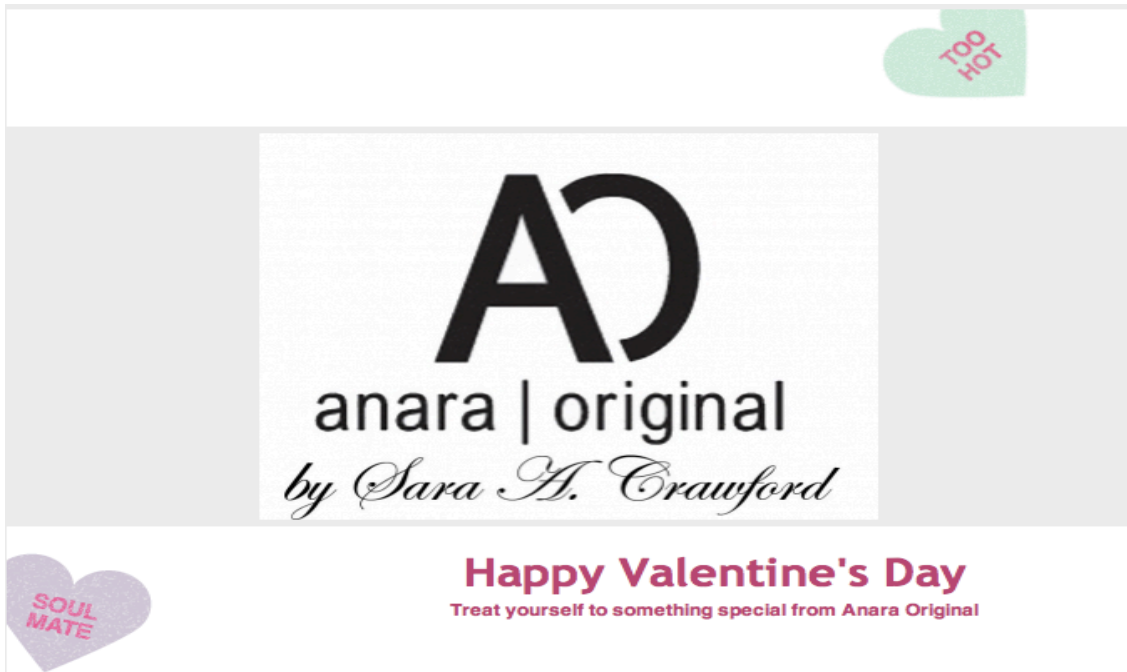
**A**  
anara | original



"Lately I've been feeling a bit depleted in the fun-funky-cocktail ring arena, so it was perfect timing that Anara Original contacted me to send me this lovely ring of baubles". – [Elise Armitage](#)



\* Sample 1



\*Sample 2 (General Holiday Greetings)



\*Sample 3

## **Social Media**

Be fully engaged on social media. Prior to implementing campaigns you should research whom similar brands are following. Engage in chats on all outlets and continually use social media measuring tools to measure progress. You should be announcing company updates and events. Engaging with prospect consumers, current consumers and media online. When running a brands page stray away from posting personal information. Engage with other brands and show gratification to media outlets for placements. It is important to use relevant hash tags and participate in popular culture trends and making them relevant to your industry. For example for Throwback Thursday (tbt) you may want to highlight past achievements for the brand. For Women Crush Wednesday #wcw maybe you want to highlight a female staffer or customer. These are popular hashtags that already gain traffic take advantage.



What are the overall goals for your business? What is the highest form of success you want to obtain?

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Short Term Goals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Long Term: Goals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Your short-term goals are things that can be done between now and the next few months while creating a platform for the long-term goals.

I.E

Long Term Goal: Magazine Placement

Short Term Goal: Setting up a photo-shoot



[illegible]

# About The Author

## Raven M. Robinson

Raven Robinson, an innovative young political strategist and public relations professional hailing from New York City. Ms. Robinson is the founder of Pr2Politics, a consulting firm that offers public relations services to political candidates and emerging public figures. She currently holds a Bachelors Degree in Political Science from The City College of New York where she served as the President of their Public Relations Student Society of America (PRSSA) chapter.

Raven's brand received popularity within the political community as she carried out public relations services for various senate, assembly and city council campaigns in the New York area since starting in 2009. Raven successfully planned inaugurations for elected officials, social media campaigns and obtained various press placements for her clients ranging from print news,

blogs, radio and popular political shows such as "Inside City Hall". Raven's career quickly ascended when she began handling press for a Boston based organization known as the National Dance for Obama. Videos from the brand quickly became viral and received mentions from CNN India, CBS and Fox to name a few.

As her brand began to expand she branched out and began working with brands outside of the political arena. By using the "Pr2Politics" concept of pushing business owners as candidates she was able to successfully bring more exposure to her clients. Throughout the year Ms. Robinson has been leading guest speaker at in-house events for the corporations such as NBC Universal and conferences for entrepreneurs in several states. Her advice on public relations and entrepreneurship has been quoted on sites such as Forbes.com and The Network Journal. Raven encourages entrepreneurs to remain prayerful and chase their dreams. She labels public relations as a

tool that fuels her political ambition of gaining exposure for small businesses and making dreams come true! She is also the author of “Your Campaign: A business owner’s guide to understanding public relations” a workbook that helps entrepreneurs with their public relations strategy. The workbook is now available online at Barnes & Noble and Amazon. In 2015 Ms. Robinson was featured in *City & State* Magazine as a “Top 40 under 40 Rising Star in Government”. She was also a recipient of *The New York Coalition of 100 Black Women’s* “Beacon Award”.