

# eclecticPR

## CRAFTING PR SUCCESS FOR CREATIVE ENTREPRENEURS!

### BASIC PR PACKAGE (\$3,000) – 3 months (for 1 book)

- Kickoff virtual meeting
- Read book
- Completion of an author questionnaire (by author)
- Develop PR strategy/timeline
- Author PR Tool Kit written review of (bio, synopsis, headshot, website, etc.) – rewrite bio and synopsis if needed
- Write 1 Press Release
- Arrange 1 book signing event
- Secure coverage from 2 media outlets (television, radio, online or print)
- Media training (60 mins.) / Write talking points
- 3 hrs. administration – phone calls, texts, emails
- Final PR report/recommendations

### ADVANCED PR PACKAGE (\$4,000) – 4 months (1 book)

- Kickoff virtual meeting
- Read book
- Completion of an author questionnaire (by author)
- Develop PR strategy/timeline
- Author PR Tool Kit written review of (bio, synopsis, headshot, website, etc.) – rewrite bio and synopsis if needed
- Write 1 Press Release
- Arrange 2 book signing events
- Secure coverage from 3 media outlets (television, radio, online or print)
- Media training (60 minutes) / Write talking points
- 5 hrs. administration – phone calls, texts, emails
- Final PR report/recommendations

Contact *Cherrie Woods* to start your PR campaign!

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## *Cherrie Woods*

is a 20-year plus public relations (PR) veteran known for her work as a PR expert, coach, book publicist and workshop facilitator.

50% deposit required for all packages – balance paid monthly.  
\$100 discount if total is paid upfront. Additional hrs. are \$75/hr.

**Customized Packages are available.**