



# Strategy framework planner

Your roadmap to great PR



## Your campaign outline

What do you want to achieve?

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Pick 3 publications you want to be published in:

1. 

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2. 

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3. 

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What will you do with these articles once published?

1. 

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2. 

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3. 

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**Ran out of space for your answer?** Then your planning isn't targeted enough. Look again at what you want to achieve, and make it tighter. It's always better to do a few things really well than a lot of things poorly.

### Some ideas:

- Share with your network
- Link within existing content (which content?)
- Reference in future content/pitches
- Create visuals of key points for easy sharing online
- Use as a stepping stone to further your relationship with the author
- Can you update this content in future?

## Research

Name:

Writes for:

What do they write about in general and at the moment?

What are they sharing/talking about on social media?

How do these areas fit with what I'm doing?

What can I offer them that's of value?

For each publication, find 5–10 contacts. For **each** one of those contacts, copy this page and use it to guide your research.

**Make sure there's a good fit.** Without it, no genuine reciprocal relationship can develop.

Useful links (e.g. Twitter profile, recent content...):

## How can you add value?

Aim to offer at least **7 things of value** before asking for anything.

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Notes:

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