

PR Plan Questions Worksheet

- **Key Takeaway:** Focus your PR efforts
- **How to Use:** Choose what works vs. doing everything



4 Key Questions

- 1. Why am I creating this communications plan? What problem am I trying to solve?**
- 2. What or who am I competing with to get my audience's attention? The media's attention?**
- 3. Who am I talking to?**
 - a. What do I want them to know about me or my service in order to choose me?
 - b. What do I need them to know about me or my service in order to choose me?
 - c. What do they want to know about me or my service in order to choose me?
 - d. What do they need to know about me or my service in order to choose me?
- 4. What does communications success look like?**