

PR 3 Key Questions

- **Key Takeaway:** Heart-led PR makes your client the hero of your wellness business story
 - **How to Use:** Think client back, not wellness-preneur forward
-



3 Key Questions

(from your ideal client's point of view)

1. What do you offer?

2. How will it make my life better?

3. What do I need to do to buy it/work with you?

Bonus: Can you answer each in only one sentence?