

PR Strategy Outline

- **Key Takeaway:** Be specific & thorough
- **How to Use:** Identify Who, What, Where, When, How, & Why



Strategy Step	Key Questions	What will Success Look Like?
Overview	What problem am I trying to solve?	
Goals	What do I want my PR program/project to achieve? (No more than 2)	
Audience or Avatar	Who am I talking to?	
Key Messages	What does my audience want/need to know to choose me? What do I need my audience to know so they choose me?	
Strategy	How will I achieve my goals?	
Tactics	What's my overall roadmap?	
Key Outlets	Specific media, programs, events, etc., to which I will direct my efforts	
Next Steps	What's my action plan for who, what, where, when, and how?	