

Exposing the great work you do

Public relations acts as a magnifier of unappreciated abilities. Are you getting the credit you deserve?



Action Strategies is your magnifier

Going through the maze of marketing and publicity options is challenging for any decision maker.

Action Strategies simplifies the process with 8 pre-packaged services.

Action and Results:

Creative & effective news writing
Publicity for speakers, organizations, authors & experts
Media monitoring
Media training
Event coordination
Speech writing
Non-Profit Fundraising
Crisis management
Podcast & Internet PR development

#1: PR BASICS

"Teach me the basics, & I'll take it from there."

- Personalized consultation & script
- weekly digest of journalists looking for quotes
- online/over the phone help & coaching (3 month minimum)

#2: MEDIA TRAINING

Specials available for groups of 5 and more

#3: IMPACT TOOLS TO IMPRESS

- media list development
- media kit
- story ideas/pitches for success
- online/over the phone help & coaching

#4: THE LOCAL MEDIA SPECIAL

- local media list development
- promotional material
- linkages with sympathetic groups
- ad development
- planning session
- event development plan

#5 EVENT MANAGEMENT

The local medial special plus

- press & publicist on site with event coordination
- media kit
- plan development
- ongoing publicity support (minimum 6 weeks' notice required)

#6: GET THE PUBLICITY STARTED

6 month version of annual campaign

- planning session with marketing/communications plan
- media list development
- media kit
- ongoing publicity support & "pitching" to the media

#7: THE SELF-PUBLISHER'S SPECIAL

- planning session with marketing/communications plan
- media list development
- media kit
- speech booking & development
- radio & media interview booking

#8: COMMUNICATIONS & PR PLANS

"You wouldn't launch a business without a business plan. Why launch a publicity campaign without a plan?"

- 20-25 page detailed plan with story ideas/pitches for success resulting from:
 - one-on-one consultations to lay out the foundations of publicity success for the next 3-5 years
 - In depth research of the messages that motivate your clientele & audience to listen to what you have to say

Annual & Campaign Specials
Available on Request

Ottawa-Gatineau
37, de la Citadelle; Gatineau, QC
(819) 770-2899

Southwestern Ontario
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Melbourne, ON
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Action Strategies

PR Action and results that magnify!

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