

NAIL YOUR BRAND STORY

Summarise your brand's 2-3 strongest differentiators

What made you start this business? (Not the mission statement version, the real one)

In simple terms, what do you do differently to your closest competitors, in a way you could prove?

What's one thing about your business that you wish people knew?

What was your biggest challenge and how did you overcome it?

What's happening in your industry right now that you have a strong opinion on?

Why should a journalist care about your brand?

What's your brand's purpose?

ARE YOU READY FOR PR?

- I can explain what my brand does in one sentence, without jargon, even if it's not perfectly polished
- I have at least one strong case study, result, or transformation
- My website and Instagram bio clearly reflect what I do and who I do it for, with consistent messaging and branding
- I post consistently enough that a journalist Googling me would find an active, credible presence
- I'm ready to be quoted, interviewed, or photographed if a journalist asks
- I have high-quality photography that reflects my brand (not just phone snaps)
- I can talk confidently about events happening in my industry right now

ARE YOU READY FOR PR?

SCORING SYSTEM

5-7 ticks: You're PR-ready. Let's start pitching.

3-4 ticks: Just a few gaps to tidy up first!

Under 3: Good news, every brand starts here. Let's build your foundations before we pitch.

MEDIA PITCH TEMPLATE

SUBJECT: [Very clear summary of pitch]

BODY:

Hi [insert journalist's name here],

I noticed your recent coverage of [insert relevant article/articles here] and thought you might be interested in hearing about [insert very clear but short summary of your pitch here, making sure you make it relevant to this journalist's audience - with any key figures/statistics included, and a 'why now' hook].

[Insert name of credible expert, with job title] is on hand for interviews.

Full press release is below and a high-res image is attached, happy to send anything else you need.

Kind regards,

[Your name]

[Your phone number]



Need a hand taking your
PR or social strategy
to the next level?

Let's chat.

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