

# our step-by-step process in which our clients experience the value E.H. Anderson PR brings

## **We learn about your goals and your company's goals with a one-page questionnaire that we discuss over a couple of hours.**

Within one week you will have a two-page proposal outlining how EH Anderson PR will bring value to you as we collectively work towards achieving your goals. You are given a Memo of Understanding (MOU) detailing our relationship, which we both sign.

After signing and upon payment, your campaign is launched. Although Bage, Liz and Michelle are involved in your campaign, an account leader will be assigned to you. You will assign us a primary point of contact from your company.

We meet, on your turf preferably, for a half-day to learn more about your business, including, but not limited to, upcoming news announcements you have planned, interesting customers that may make for a good media story and trends in your industry relating to current events and new products and inventions. As journalists with television and print expertise, we will brainstorm and present ideas and hooks into the news of the day that not many other agencies will bring you.

We work with you to set attainable PR campaign goals every month. We constantly keep our eyes on those goals and will work with you to re-assess and re-tool as necessary. We'll agree on a day and time for a monthly conference call.

We determine your media outlet targets, subscribe to the magazines that are not available online and begin keeping an eye on appropriate journalists who may be interested in your company, people, services, products and new ways of sharing your company with your customers.

Your reason for partnering with EH Anderson PR comes into fruition as we use our media connections and news savvy to build campaign themes, and develop pitches for those themes. Pitching begins immediately (upon collective/mutual approval of those themes).

Reporters work on deadlines, and our media connections are very important to you and to us, so we expect your company spokesperson to be available within an hour's notice otherwise we will lose that Public Relations opportunity. EH Anderson coordinates and participates in any and all interviews. We monitor coverage and send you all press clippings on a monthly basis.

When you have a news announcement, you will fill out an EH Anderson PR News Information Form (NIF) a month before the press release is to be made public, which we will use to write the release. The release will go through several edits over the course of the month. When it is finalized, it is distributed and proactively pitched to the specific media markets agreed to.

Simultaneous to the campaign, we keep an eye on your competitors, your industry in general, and read, read, read (primarily Web search results, Web sites and Lexis-Nexis—the premier site to search news stories). We set up Lexis-Nexis, Google and other alerts for your company, your competitors and your industry news. We draft bios on company spokespersons and/or executive team and post your expertise on ProfNet.

In addition to our monthly conference call and monthly Activity Report, we will have ideas, questions or updates, and we will communicate with you via e-mail, IM or telephone. At least every six months we will meet face-to-face to assess current PR campaign.

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