

Helping businesses get great PR.



SERVICES

PR CONSULTING

We work with you to develop a PR strategy based on your desired outcomes. Then we work with you either on an ad hoc basis or as your outsourced PR department

PRESS/MEDIA RELATIONS

We can either draft or help you to draft media releases to maximise their impact; work with you to decide which media outlets to target, and send (and track the success of) your releases

COPYWRITING

PR works when you coordinate your marketing materials / website / email communications. We write (or help you write) all of these

ALLIED SERVICES

We have a network of pros we can call on to get your business great PR - from photographers to web/print designers to event organisers to professional id consultants - if we aren't specialists in the field ourselves we generally know someone who is

If you'd like to know what PR could do for your business call us now on **07 3901 1472**

At News Equals Business we truly

believe that news really does equal business! And when we talk about news we don't just mean column inches in a newspaper or magazine, or TV or radio coverage, we're also talking about 'news' that a business distributes in the form of a regular email/printed piece or news it posts on its website. And the great thing about media coverage is people read it, watch it and listen to it (they don't always do this with your advertising!).

Why don't many businesses do PR?

1) We can't afford an advertising or PR agency!

Big businesses retain big name PR and advertising agencies or have a dedicated department (or both) to ensure they get the right message across. Other businesses don't have this luxury and consequently miss out on promotion opportunities and ultimately miss out on possible sales.

2) We don't have time to keep in touch with our clients and prospects!

We know what it's like running a business - we run one! We know that 'communications' is often the last thing on your mind when simply running the business takes up 110% of your time. But we've also experienced at first hand how just a small amount of time and effort dedicated to communicating regularly with your client base and sending out information to the right magazines and newspapers (and TV/radio stations and online) can make a real impact on the bottom line.

3) We don't have the expertise in-house!

Perhaps you don't think what your business does is particularly

'newsworthy' (in fact it doesn't have to be), or perhaps you just don't know where to start, or don't feel you have the necessary expertise. This is where we can help.

It's not rocket science

Businesses that get PR to work for them tend to do 3 things on a regular basis -

- Keep in contact with clients, prospects & associates via email or print (eg newsletter or other update)
- Send out media releases to relevant outlets
- Keep their website up-to-date with the same information

News Equals Business helps your business to do these things and 'reminds' you to keep doing them - consistency (in PR as much as anything else) is the key.

Free one hour PR consultation

Our first consultation - over the phone or face to face - is free of charge (normally \$280), and we hope will give you some insights as to how you can get PR to work for you.

For more information

www.newsbusiness.com.au

or call us on **07 3901 1472**



David Bateson

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