



(617) 650-2644  
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# Prescription Strength PUBLIC RELATIONS ON DEMAND

## NEED SUPPORT FROM THE PROS?

### BEFORE CRISIS STRIKES



#### *Plan for the worst to be at your best*

- Identify worst case scenarios and learn how to respond effectively
- Half-day or full-day crisis workshops or training drills

### MEDIA TRAINING – ARE YOU READY FOR YOUR CLOSE-UP?



*A must for any executive or company spokesperson – master the art of the television interview and get invited back!*

- Package includes wardrobe consultation, a fully-produced 1-2 minute clip for social media and training manual
- Half-day and full-day training sessions for 1-2 spokespeople



### SOCIAL MEDIA SUPPORT



*\*2.9 billion Facebook users, 2.5 billion on YouTube, 1.4 billion on Instagram, and 436 million on Twitter accounts - which ones should you keep?*

- Review existing social media platform(s) and recommend strategies for increased exposure among target audiences

*\*Smart Insights 1/2022*

### SPEECH WRITING AND COACHING



*\*3 out of 4 people suffer from anxiety when thinking about public speaking – are you one of them?*

- Speech writing and presentation training packages on demand

*\*Glossophobia.com*

### PRESS RELEASE AND CONTENT CREATION THAT GETS RESULTS



*\*PR Newswire distributes more than 1,000 news releases per day – reaching 22,000 newsrooms & 90,000+ journalists. are yours getting the job done?*

- Press release and/or pitch writing, editing and distribution to a customized media contact list that you get to keep

- Blog writing and Content curation

*\*PR Newswire*



# WHEN TO CALL PR/Rx



## GET GUIDANCE

Need guidance from PR pros to improve the results of your PR program and get back on track?



## TEAM BOOST

Have an existing marketing/PR team but need short-term outside support?



## CREATIVE SPARK

Want training for staff to spark creativity, improve skills or react appropriately during a crisis?



## SUPPORT BURST

Need a one-time dose of PR but can't sustain a longer-term retainer based program?

## Team Training Sessions

PR/Rx offers several affordable half-day or full-day PR workshops, and can also create customized workshops to meet the needs of your team:



**Crisis @ Work** – three things you need to know

**How to Capture a Journalist's Attention** – winning pitches that put YOU ahead of the competition

**How to Develop a Sustainable PR Strategy** – one that delivers the results you're looking for

**Social Media Mistakes** – common mishaps and how to avoid them

**Amplifying your Pitch** – it's not what it used to be...the ins and outs of writing for today's media – clients will work on writing a pitch for a specific journalist and be given additional media contacts who may be interested in your company's news

**How to Plan and Execute a Memorable/Profitable Event** – it's all in the details and we can help!



**Contact PR/Rx  
for a prescription strength dose of PR when you need it most!**

Public Relations • Corporate Communications • Social Media