

LIGHT YEARS AHEAD
PR DIY Virtual Training
www.lightyearsahead.com
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We are offering small brands that can't afford full-time PR an opportunity to learn some best practices to promote themselves with an impactful, one-time package that includes:

- Half day virtual live one-on-one training with one of the owners of Light Years Ahead. We will provide:
 - Advice on how to develop and write a pitch
 - What factors about your brand will appeal most with the media
 - What are 5 hooks to take to various sectors of media
 - Help developing and using media lists with tools like Cision, Direct Mail, etc.
 - Tutorial on how the pitching process is done and steps to do it yourself, successfully
- A month's advice that includes:
 - Input on writing compelling pitch subject lines that inspire the media to open and read your emails
 - Advice on modifying a pitch if it doesn't work
 - Editing/reviewing your current press materials and pitches
 - We will send examples of ones we have used in the past to help guide you
- We will provide 5 personal media contacts we know in your field and will send an email introduction
 - You can provide a wish-list of your top media outlets to be featured in and we will work to provide corresponding contacts

TOTAL COST: \$2,000