



Thank you for considering **Purpose PR Agency** for your brand/company public relations needs. Before our meeting, we would like to gather some information about you and your brand/company, so that we may best determine your needs and if we are the right fit. Please read carefully and answer all applicable questions below. Again, this will be used for internal purposes only to determine how we can best service your need. We also suggest for our potential new clients to take this time to research all the ins and outs of a public relation agency, boutique and independent publicist if they are not 100% sure of the role our services. Again, thank you for your time and your consideration.

Best Regards,
Porsha Hargrove PR
Founder/ Senior Publicist

1. What is the history and background of you, your brand/company, and its founder(s)?
2. What service(s)/product(s) do you promote to your audience?
3. What challenge(s)/problem(s) has led you to seek out PR/Communication services? What is the greatest challenge your brand/company is facing?

4. Have you ever worked with a PR/Communications Agency/Specialist? What were the results? If the engagement did not go as expected, what would you have like to have seen done differently?

5. Do you have a defined **budget** for PR/Communication Services? If so, what is your range per month?

6. How do you believe we can help you meet your business goals?

7. Who is your target audience? What regional markets are you in and/or interested in engaging?

8. What social media platforms do you use to reach your audience?
(*e.g. Instagram, Facebook, Twitter, LinkedIn Snapchat, Pinterest, etc.*)

9. Do you track your engagement analytics? If so, how? If not, why?

10. In what subjects or topics would you consider yourself an expert?

11. Discuss your worst brand partnership/campaign. Explain why it was not successful.

12. Discuss your most successful brand partnership/campaign. Explain why it was successful.

13. Who are your top competitors? List 2-5 competitors.

14. List 2-5 of your favorite influencers. What do you like about them?

15. If applicable, list 5-10 “Dream Influencers or Brands” you would love to work with. Why do you want to work with them?

16. What differentiates your business from your competition?

17. Describe what successful brand management looks like for you?
(e.g., media mentions, thought leadership pieces in specific publications, increased traffic to website, X number of new leads)

18. Where do you see your brand/business in three to five years from now?

19. What are the key objectives for the brand/company in the next 6 months?

20. How do you believe a public relations strategy would help you achieve your goals?

21. Will we be working directly with you or another member of your team?

22. Do you have experience in public speaking and media interviews?

What is your comfort level with public speaking and on-camera media interviews?

23. What do you see as your biggest challenges in growing your business right now?

24. Give your definition of public relations—what you think it is and the purpose it serves?

- What does your 'ideal publicity' look like?

25. What is your desired duration for our partnership?
(3, 6 or 12 months)

26. Are there any obstacles or challenges that would prevent you from moving forward?

27. What other services aside from PR & Communications will you need to help you reach your organizational goals?
(e.g., branding & business development, social media marketing, book tour, media training, press days, sales & distribution of products, celebrity interviews, editorial placement, speaking engagements, networking companion, PR campaign, full PR service representation, special branding events, etc.)

28. Are you interested in running a public relations campaign yourself, with setup and guidance from us?

