

mint

public relations  media consulting

magazine.internet.newspaper.television

## Project Proposal

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## EXECUTIVE SUMMARY

### Objective

All business concerns need the trust of the public they serve. A sound public image based on trust is a valuable asset to business operation and growth. Your reputation built around your image influences your day to day dealings with clients and service providers and has an impact on your profitability and other long-term goals. A business with a less than perfect public image is not likely to secure the key support of the public it deals with.

In today's changing world, fostering and maintaining a good public image can be tricky and time consuming. Growth in different media has produced the need for tailored and specialized handling of message. Television, radio, print, email, and social media name just a few of the areas companies have to be sure to have a presence in. Each of these media requires specific strategies and methods for effective communication to increase brand awareness and reputation and to build a community with current clients. However, no company has the time and resources to do everything they need to do to grow their business.

### Goals

Many companies are choosing to outsource their public image, so they are able to focus themselves on other drivers of profit and growth within their organizations. While your day-to-day performance remains the most essential tool in building your reputation, expert management of your public image can provide immeasurable advantage during regular operations as well as in times of crisis.

At Mint Public Relations, we work around the clock to build your image and to keep an eye on developments. That kind of dedicated focus can add immense value to your business and assist in setting and achieving future goals. An in-house public relations department may over-stretch the resources, time and focus away from your core business. You also may not have the ability to train your in-house team to adapt to a world in constant technology and communications change.

We are experts at creating efficiencies within companies and can teach you how to better communicate with your team internally — as well as with your external clients and vendors. We'll work with you to implement new tools and train your staff in how to communicate more effectively, which in turn will save you time, provide your customers with a better experience — and in the end, save you money.

### Solution

Mint Public Relations has experience working in all kinds of media.

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## MINT PUBLIC RELATIONS

Understanding the nature and the inner workings of each medium enables us to choose the most suitable medium for every single situation. In-depth research and experience in a variety of businesses and markets is followed by team based discussions analyzing the nature of a clients' business. This is how Mint Public Relations is particularly able to provide appropriate responses and strategies for all kinds of PR-related situations.

Our pool of expertise ensures that Mint Public Relations comes up with a comprehensive strategy to maximize the impact and efficacy of any PR campaign or event.

Mint Public Relations provides a comprehensive image-building plan, of both over-reaching and specialized strategies for each of the targeted media. In the next stage, Mint Public Relations frames and releases the messages specially tailored for each chosen medium and advises clients on the most appropriate timing, release schedules and methods. Our valuable contacts and business relationships in all major media outlets are among our most valued and recognized in the public relations world. In the final stage, Mint Public Relations monitors the outcomes and strategic results of the campaign and provides the client with a comprehensive impact analysis report.

We complete all these stages in consultation with your company representatives and keep them informed of developments at all times with weekly workflow reports from Mint Public Relations for each of our clients. We also communicate daily utilizing our

Mint Public Relations uses the latest technology and software available to develop, monitor and follow campaigns and remain on top of all major developments influencing public opinion in the clients' sector.

### Project Outline

Mint Public Relations has worked on both sides of the divide, so we know what the target media are looking for in a Public Relations message. This experience makes our work stand out as highly effective and productive. By pooling our resources and expertise, we keep costs down. This is why a comprehensive PR campaign by Mint Public Relations can cost a client much less than what an individual consultant will charge for a potentially less comprehensive package plan. As a one-stop shop for all your Public Relations needs, we relish the opportunity to provide you with operational convenience and a strong, healthy public image, aiding the growth and progress of your company.

- We help coach businesses and systemize your workflow sharing our knowledge of efficiencies.
  - We have close relationships with local, state and national news networks and newsrooms across the United States.
  - We work with you to create winning strategies for your business and at the same time create an established and trusted name for you within your community and send week progress reports on our progress
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# BUDGET

## Let's have a conversation

We know that your money is valuable and we would love the opportunity to find out what your needs are and a budget that works for you to benefit both of us. We can get creative in how we find what is the best fit for your business needs and our expertise in each field.

Description		Contract rate	Monthly cost
Business consulting services	1	\$ 5,000	\$ 5,000
Public Relations Services, market research and metrics	1	\$ 3,000	\$ 3,000
Event coordination services and niche training	1	\$ 1,000	\$ 1,000
<b>Total</b>			<b>\$ 9,000</b>

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