

# CORYWEST Marketing Transformations™

## Introduction

The face of public relations and marketing as we know it is changing. News releases built on a social media platform now make it possible for you to reach consumers – and journalists – directly via online distribution routes.

Depending on your investment level, your news release may:

- be top-ranked on Google, Yahoo! and other Internet news sites
- get picked up by blogs in an automatic RSS feed and be posted right away
- generate hits to your site from fresh sources
- direct search engine traffic to your site
- bring traffic to your site from the news release distribution archives searches
- convince buyers to check out your book/site/other offer
- attract business partners who read your release

Most news release distribution services offer stats that keep counting - to tell you how much interest accumulates over time so that you can track results and decide on next steps.

Thanks for reviewing our project approach. To activate your Internet Marketing Public Relations [IM PR] news release, please

1. place your order online at <http://www.prwebpr.com>
2. sign and fax back the agreement to 877.614.4194 – pages 2-4
3. complete the CoryWest client profile – pages 5-7

Proposed Letter of Agreement for Creative and Consulting Services between  
IM PR Project Client, \_\_\_\_\_, and CoryWest Media

IM PR News Release Process

1. You complete and submit a CoryWest client profile
2. We schedule a 45-minute phone interview
3. You review your release
4. We distribute
5. You get Day 1, Day 15 and Day 30 screen shots with search engine and traffic stats

Investment – \$1500 per release, includes \$200 PRWeb or PRNewswire distribution

Options: strategic marketing/PR consulting, article placement, keyword research, company bio

Press Release Components

Headline, summary, up to 400 words of body copy, attachments filed

Payment – order page is at [www.prwebpr.com](http://www.prwebpr.com)

We prefer that all payments be made via credit card. To initiate consulting or PR projects, complete payment is due upfront. Creative projects, such as copywriting or design, may be billed in installments.

Scope

These proposed investment levels allow for projects completed in the scope as shown. You are always welcome to add on services; we will advise you of any additional expense for projects not covered in this proposal agreement. Outside expenses such as media kit production, printing, graphic design and production are not included in these estimates and will be priced separately, if needed. All client communication beyond the time included will be billed as direct consulting time at \$250 per hour.

Travel

This proposed agreement assumes that all work will take place in our area. If you would prefer that interviews or other work take place outside of the Chicago area, we thank you for reimbursing our travel expenses.

## Terms of Agreement

This contract is on a per release basis. Please contact us to discuss other arrangements.

## Contract Acceptance

To agree to this contract, please sign below, keep a copy for your files and fax a signed copy to 630.942.9541.

## Legal Responsibility

CoryWest Communications will work from information provided by IM PR Project Client, \_\_\_\_\_ . The work of CoryWest Communications will be reviewed and approved by IM PR Project Client, \_\_\_\_\_ . IM PR Project Client, \_\_\_\_\_ , agrees that it will assume full legal responsibility for the accuracy of material prepared by CoryWest Communications, and subsequently distributed, printed or published by IM PR Project Client, \_\_\_\_\_ .

## Usage

All creative materials - including ideas, plans, processes, content and artwork - are for the exclusive use of IM PR Project Client, \_\_\_\_\_. Some materials and processes may be copyright protected and may not be reproduced. If selected and activated at any time, the Accelerated Marketing Plan and ALL PR Strategy plans are for IM PR Project Client, \_\_\_\_\_'s, exclusive use; these consulting guides may not be transferred to any other company, organization or person.

## The IM PR News Release Guarantee

When you enter into this agreement, we ask you to commit to being open to fresh perspectives. We want you to be thrilled with our process and our results! If for any reason you do not agree that the exposure you receive is more than equal your investment, just let us know at any time up until 30 days after our project begins. You will receive a 100% refund and we will remove your news release from our dashboard.

## Client Care

Contact us anytime at 630.942.9542 our office, 630.207.7530 Barbara's cell phone, via fax at 877.614.4194 or via email at [connect@corywestmedia.com](mailto:connect@corywestmedia.com).

## Getting Started

Let's get going! Just sign the contract below and fax it back to 877.614.4194.

This contract is accepted on behalf of IM PR Project Client, \_\_\_\_\_,  
by:

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Name, Title and Date

This contract is accepted on behalf of Cory West Media by:

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Name, Title and Date

# CORYWEST

CLIENT PROFILE

## Instructions

Your answers may be brief or lengthy. It's okay to skip questions; we'll go over your answers in our first conversation together.

Please fill in the blanks and email this form back to us at [connect@corywestmedia.com](mailto:connect@corywestmedia.com) or fax to 877.614.4194. Questions? Email [connect@corywestmedia.com](mailto:connect@corywestmedia.com).

## Client Contact Information

Name:

Address:

Phone:

Fax:

Website:

Blog:

Email:

Other Key Contacts:

Subject for news release[s] – what you want people to know

Keywords for news release optimization

Goals: tell us about your top 3 marketing and PR communications challenges

- 1.
- 2.
- 3.

## Business Relationship Questions

Expectations – tell us what you expect to get out of the IM PR news release project?

Important values you look for in your key business relationships

What value will be most important to you in your relationship with us?

If you had to pick one thing that our creative services could do for you, what would it be?

## Your Company Background

History

Mission Statement

Core Company Values

Products/Services by profitability and potential

Customer Clusters – tell us how you segment your markets

Audience Characteristics

Audience Needs

Preferred Client Characteristics

## Assess Your Business

Strengths

Weaknesses

Opportunities

Successes – tell us about your past marketing and PR communications successes – what worked and why. Attach samples if you like.

Change – what hasn't worked with your marketing and PR communications? What did you change and why?

Anything else you'd like to tell us or think we need to know?