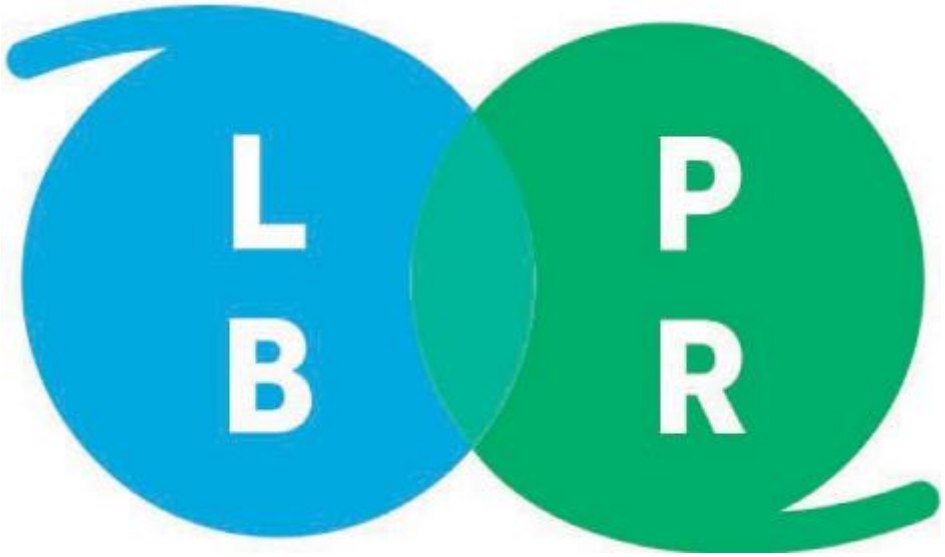


EST. 2013

Creating connections, strong impressions, and growing brands through the power of PR.

rcg
Member
Registered
Consultancies Group
Public Relations
Institute of Australia

LBPR
est. 2013

We’re committed to challenging your beliefs about PR.

When most people think about PR, they think of under handed tactics that are more akin to a spin doctor than a degree-qualified, highly experienced and intelligent public relations professionals.

In our world, **PR is so much more.**

We are degree qualified, expert communicators and smart strategists who are completely in love with the power of words (verbal and written) to truly change the way people see their world and how they behave in it.

We're best in class. Always.

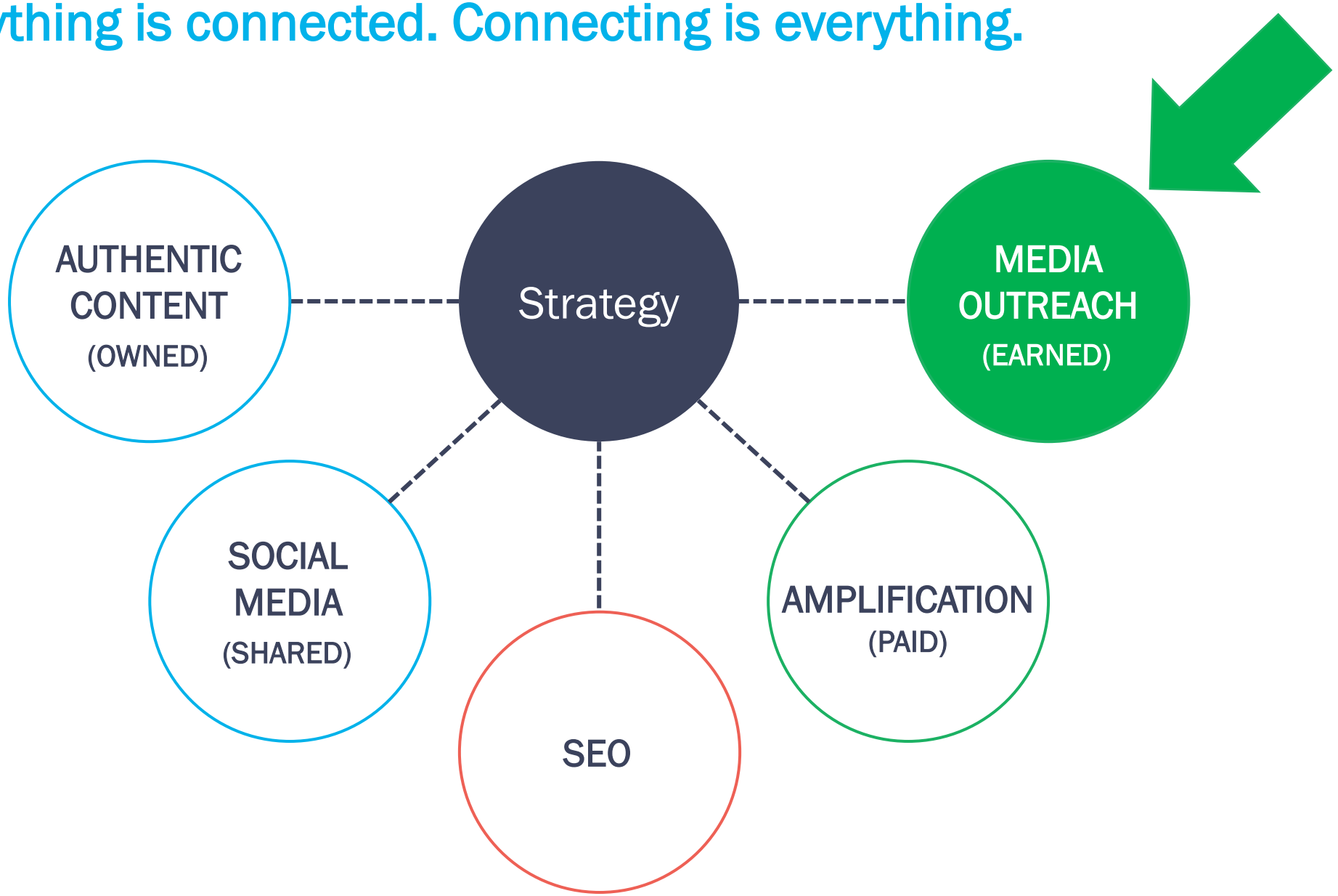
We are proud to be **Public Relations Industry of Australia (PRIA) award-winners** since our inception in 2013.

We've been recognised as national winners for our work with clients across a range of sectors devising and delivering editorial media campaigns, digital influencer projects, social media strategy, stakeholder engagement initiatives and issues management plans.

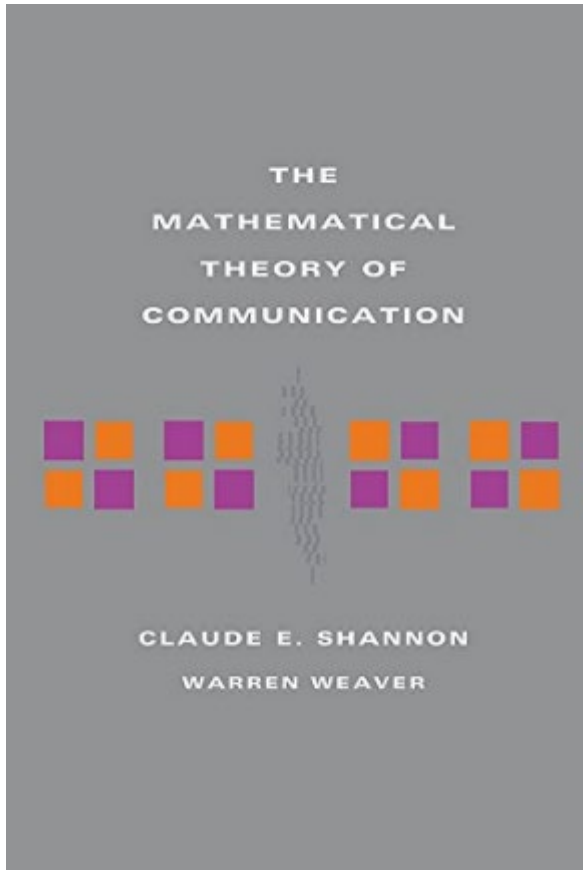
In November 2020, we were awarded the **Best Small* PR Consultancy of the Year in Australia** by PRIA.

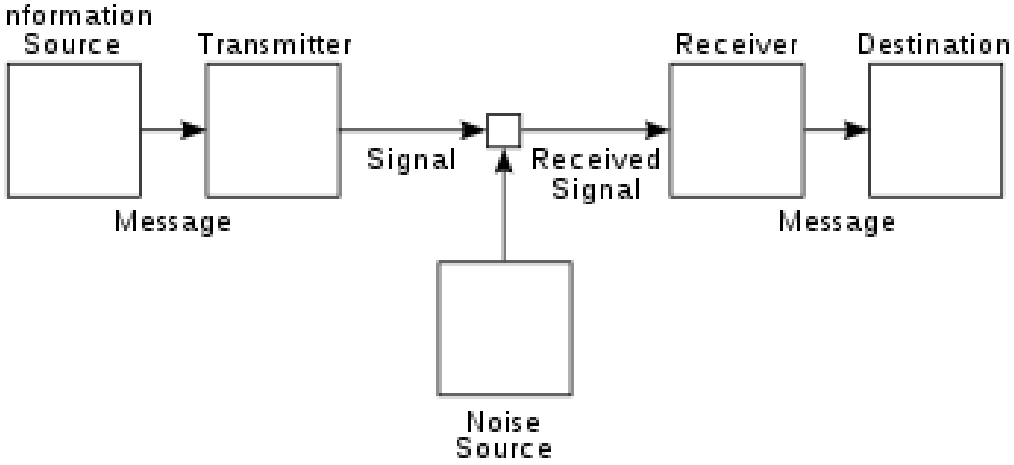
You're in safe hands. No spin. Just strategy and solid delivery.

Everything is connected. Connecting is everything.

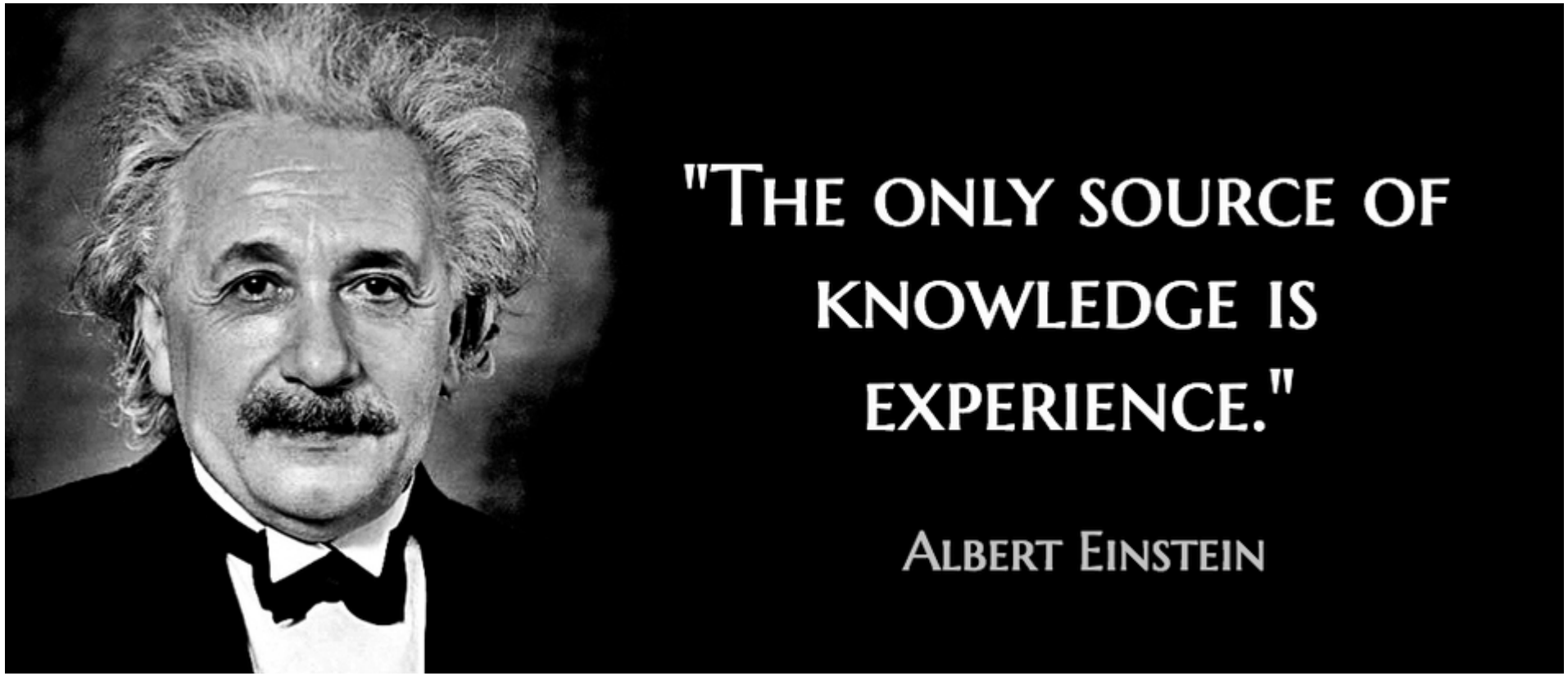


What you won't get from me today





What you WILL get from me today



Two current client examples (feel free to Google!)

MARK LEBUSQUE
SEE DIFFERENT
BE DIFFERENT
DO DIFFERENT

News Corp Australia

INSIDE HR
Driving return on investment through people

SmartCompany

finfeed
YOUR FINANCIAL NEWS FEED

AUSTRALIAN FINANCIAL REVIEW

inside small business

BUSINESS BUILDERS

inside small business

business woman media.

startupdaily.

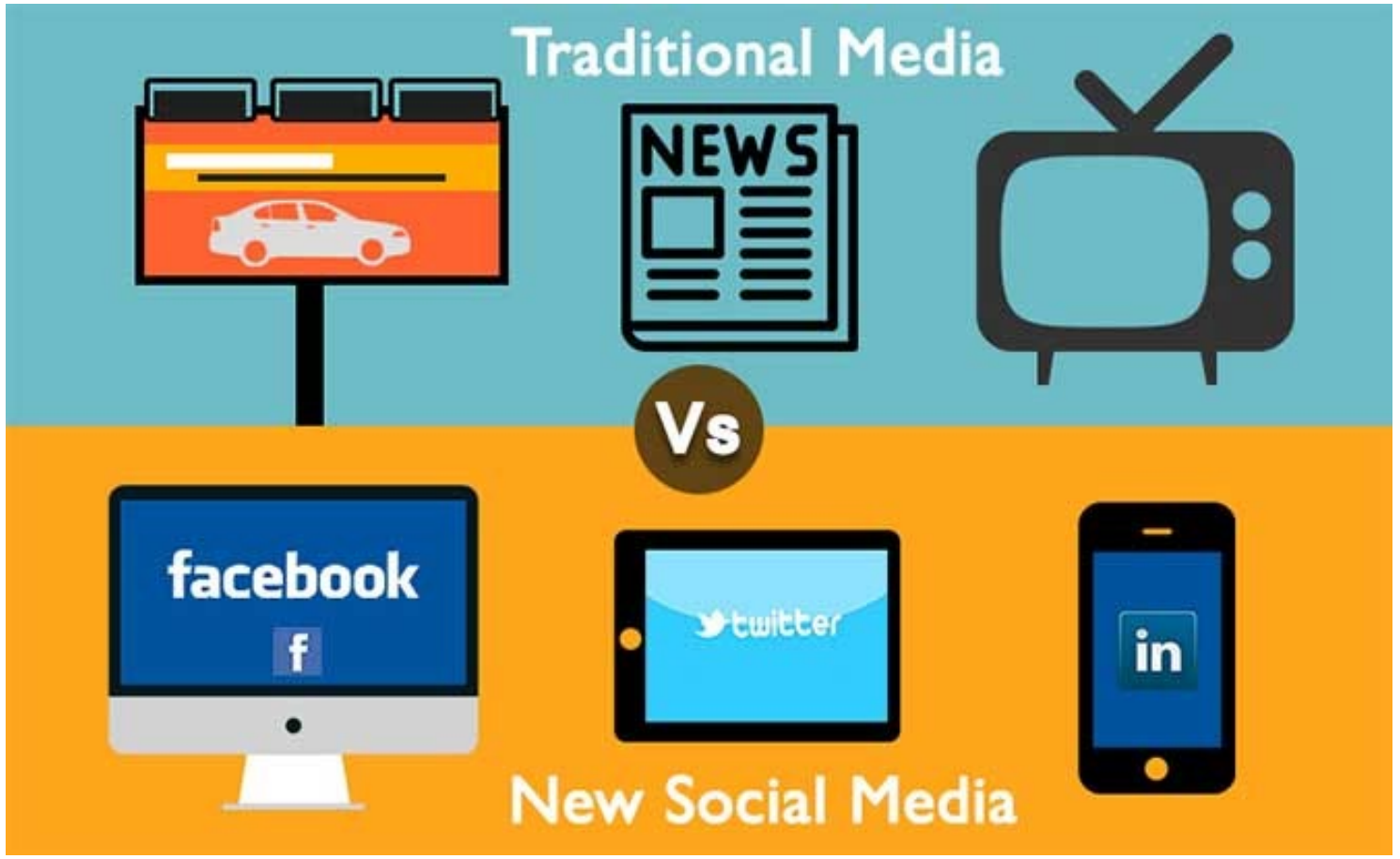
INTHEBLACK
LEADERSHIP · STRATEGY · BUSINESS

BTB
BEHINDTHEBRANDS

THE EXECUTIONZONE

LBPR
EST. 2013

Many media coverage options...



Success leaves clues...

Four Ps to media coverage success

FAILING TO PLAN
=
PLANNING TO FAIL

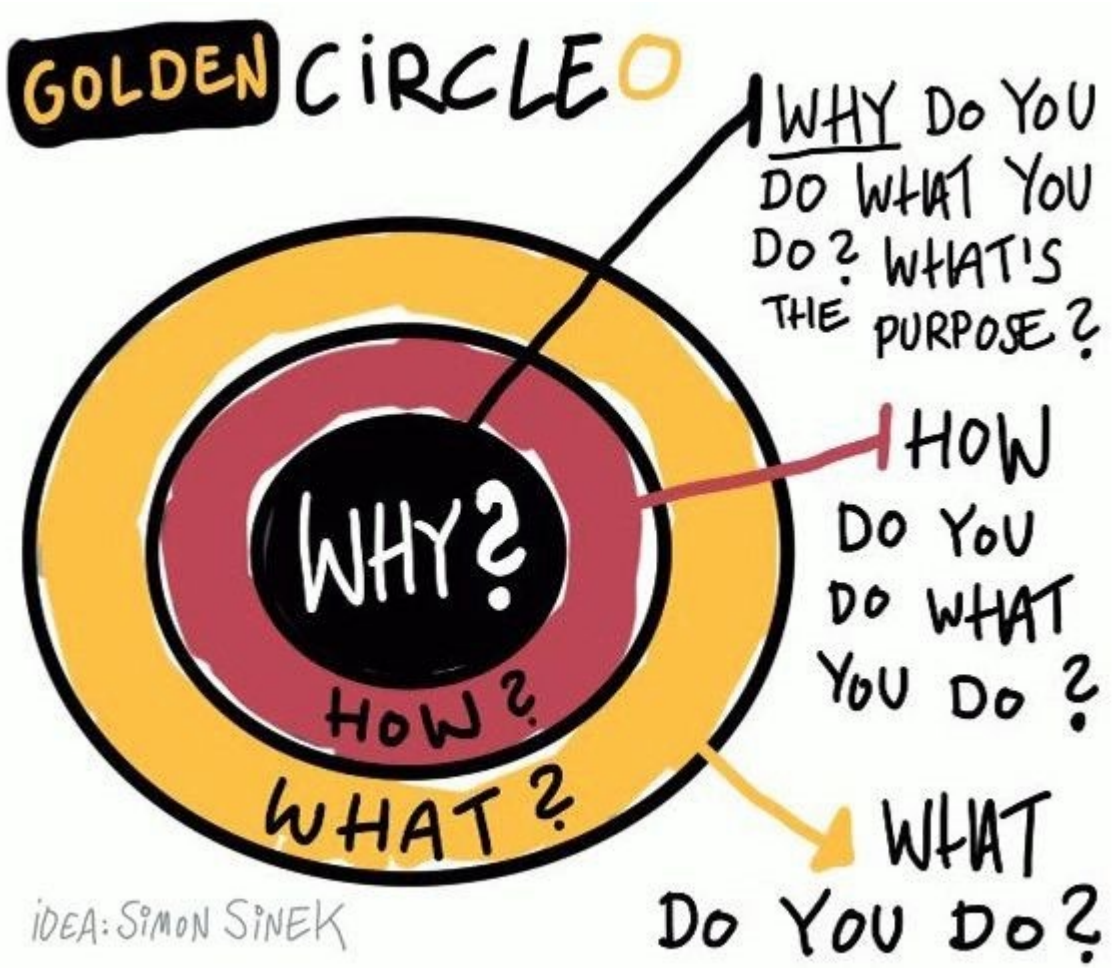
1. Clarify PURPOSE & PEOPLE

2. Detailed PLANNING

3. Authentic PREENING

4. Flawless PRESENTING

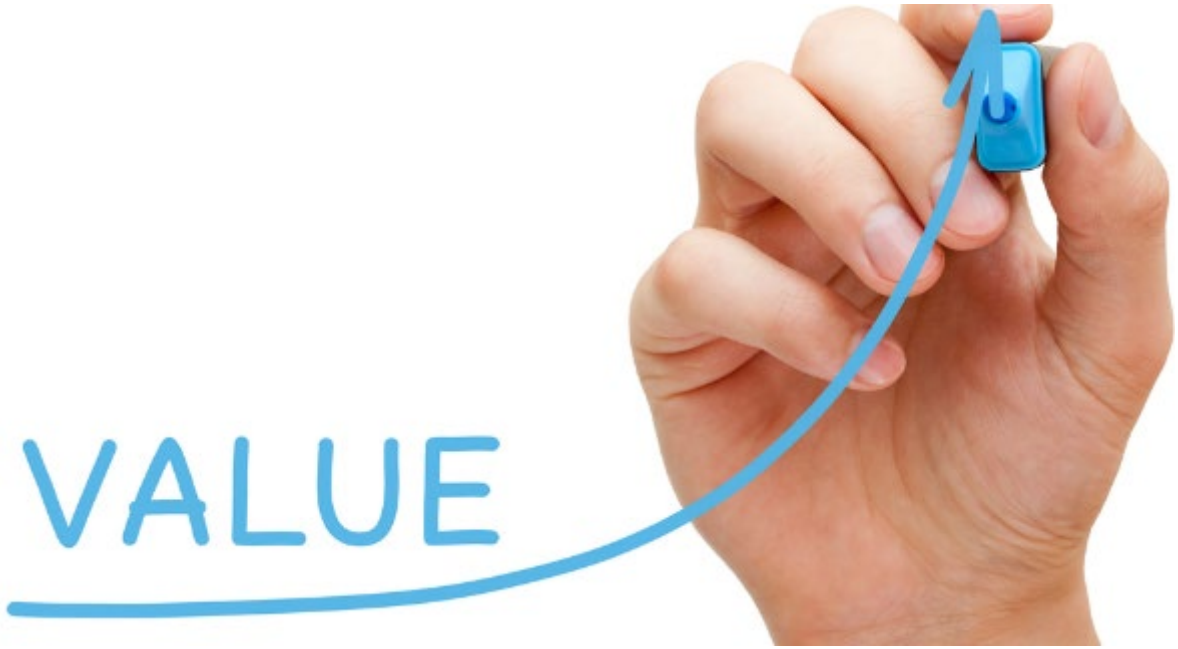
Step 1: Clarify PURPOSE



Step 1: Clarify PURPOSE

Step 1: Clarify PEOPLE

Step 2: Detailed PLANNING



(Hint: It's you)

Step 2: Detailed PLANNING

FAILING TO PLAN
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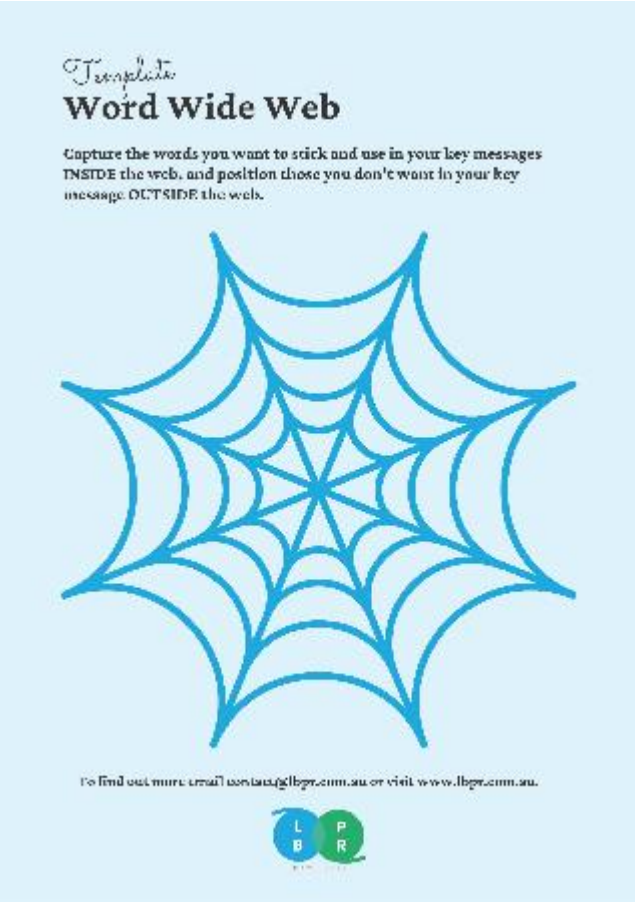
PLANNING TO FAIL



LBPR BLOG: https://bit.ly/3aqSn1d

Step 3: Authentic PREENING

Step 3: Authentic PREENING

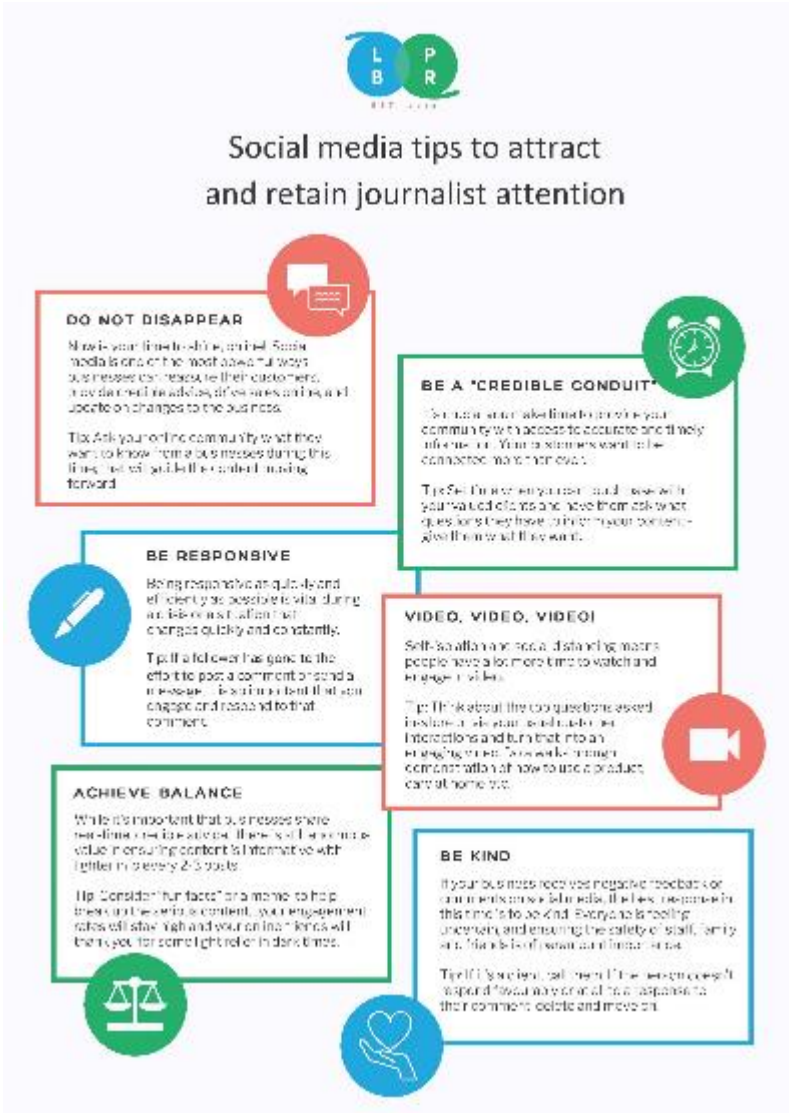
Template

LBPR Social Media Content Plan

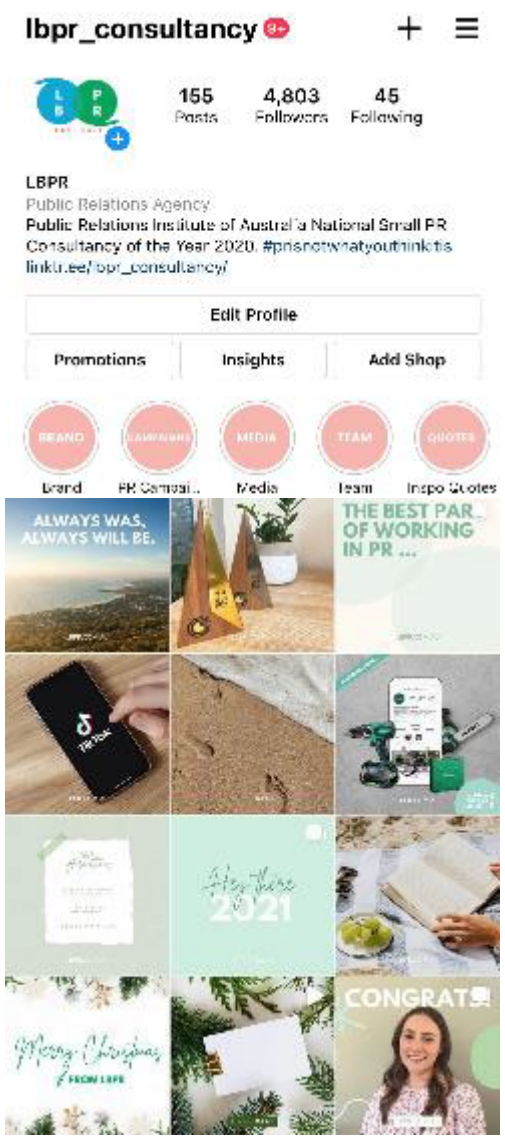
FACEBOOK/LINKEDIN POST	INSTAGRAM POST	IMAGE	BOOST BUDGET	SCHEDULE TIME
Write caption	Write caption	Insert image	$30	8AM

To find out more email contact@lbpr.com.au or visit www.lbpr.com.au.

Step 3: Authentic PREENING

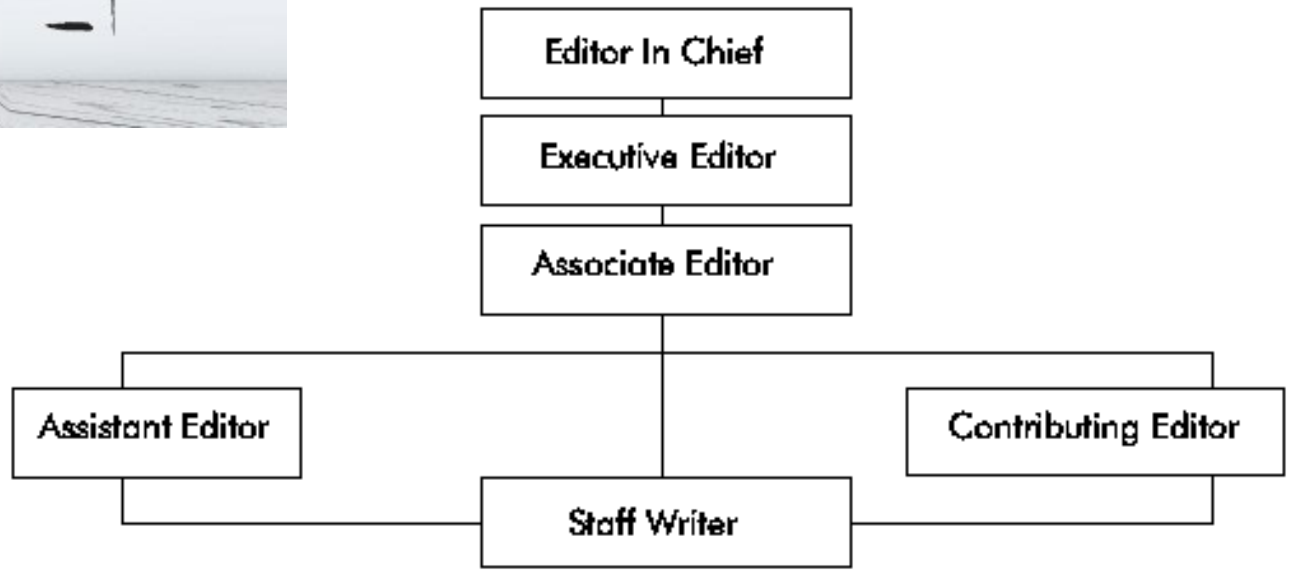


EXAMPLE: Business & brand integration



Step 4: Flawless Presenting

Step 4: Flawless Presenting



Step 4: Flawless Presenting

TOP TIPS FOR SPEAKING TO JOURNALISTS

Here are the top tips compiled by CEOs of companies from around the world who've learnt the hard way!

Follow their advice and you can't go wrong when it comes to having fruitful, engaging and mutually beneficial interactions with the media.

LEAVE THE "UMS" AT HOME

"Using "filler words" — ah, um, like, so — will hurt your credibility as an expert in your field. Try to become more aware of the situations in which you use these filler words, and try to replace them with pauses. So many people are uncomfortable with pauses, but used correctly, they make you sound more confident and credible." – *Justin Beck, CoFounder and CEO, ParBlue*

STAY ON MESSAGE

"To avoid being nervous or providing a bad quote, be sure to create bullets of your talking points and the story you want to tell. "Winging it" leaves far too much room for error. If you don't have a good answer for a question, don't feel compelled to answer it." – *Antonio Neves, Founder, THINQACTION*

PRACTICE MAKES PERFECT

"Know your business and industry inside and out. Come up with prepared responses for likely questions. Practice saying them so they don't sound rehearsed. Pretty soon you'll realise most journalists ask the same things, and you won't be nervous anymore." – *Wade Foster, Cofounder, Zapier*

AVOID SARCASM

"Until you are comfortable talking "on the record," it's best to avoid sarcasm. You may think the journalist understood what you "really" meant, only to be horrified by what a jerk you sound like when the story comes out. Keep it straightforward until you get a feel for what journalists pick up on, ensuring you can get your meaning across." – *Matt Peters, CoFounder & Creative Director, Pandemic Labs*

BE DISCIPLINED

"Remember that the journalist is after a story, not telling your narrative the way you think it should be communicated. Be judicious and thoughtful in how you answer questions, and be wary of how things you say might be taken out of context. Stick to your key points, and remember that it's better to keep your mouth shut and be thought a fool than to open it and remove all doubt." – *Fak Severinghaus, Founder & CEO, Simple Relevance*

ADMIT YOUR STAGE FRIGHT

"Most of the time, journalists want an interview to go well — they want great quotes and information for the pieces they're working on. If they know you're nervous, they can make things a little easier to ensure they'll get what they need. You can't always use this approach — if you're being interviewed about something the journalist thinks has gone wrong, it won't fly — but it usually helps." – *Thursday Bram, Consultant, Hyper Modern Consulting*

GENUINELY LIKE THEM

"It's Psych 101, but if you like someone, they'll probably like you back. Obviously, this is easier said than done (it depends on the journalist), but if you go in expecting a battle, it'll be tough to win the journalist over." – *Derek Flanzraich, CEO and Founder, Greatist*

KNOW YOUR NUMBERS!

"The media loves stars and numbers, so know your industry statistics and trends. However, journalists many times are strapped for time and may have not have done the homework. So if you start off with some strong numbers to support your position, this will reinforce your stance as an industry expert, as well as be impressive and set the tone for the conversation." – *Marcos Cardero, Chief Gradsaver, GradSave, LLC*

SPEAK IN SOUND BITES

"It is easy to stray from your messaging goals when a journalist gets you chatting. A common mistake is to water down great news with other updates. Try to loop conversations back to messaging goals whenever possible so your feature doesn't become a back story in your own article. You can think of speaking in sound bites: everything printable should still fit your message, even out of context." – *John Hartharne, Founder and CEO, MassChallenge*

Step 4: Flawless Presenting

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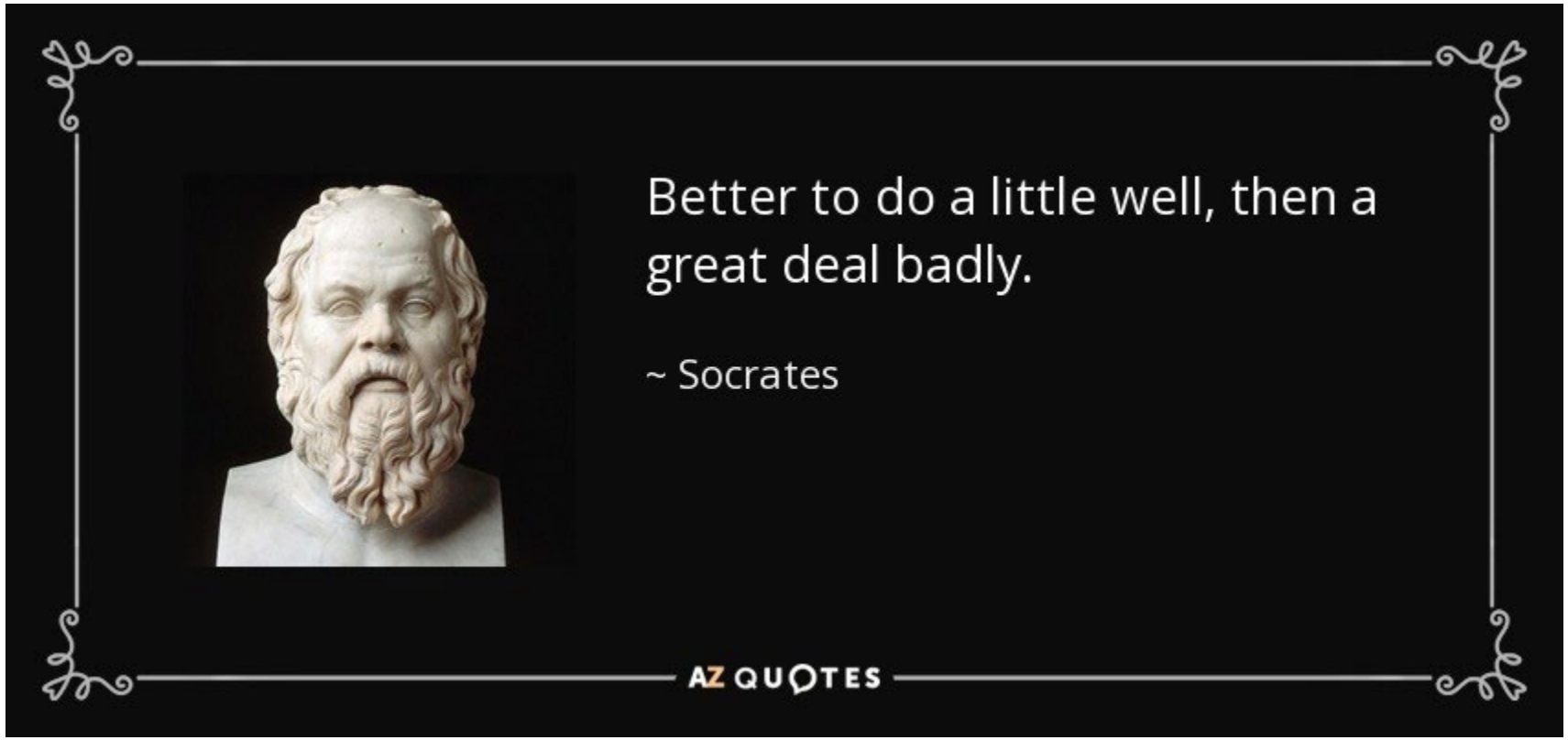
Parting advice…



Always be YOU.

Today you are you,
that is truer than true.
There is no one alive
who is Youer than You.
--Dr. Seuss

So, where to from here?

“GREAT CONTENT IS THE BEST SALES TOOL IN THE WORLD.”

- Marcus Sheridan,

Founder & President of The Sales Lion

LBPR.COM.AU