

Publicity Worksheet

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The media that best reach my customers and potential customers are:

Print: _____

Broadcast: _____

The main benefits of my product or service to my customers:

News “hooks” that relate to my competitive edge or customer benefits:

News “hooks” that relate my business to topical issues or events:

News “hooks” that relate my business to prominent people:

Areas of expertise in which I could be quoted as a “source”:

Relevant community or business events I can sponsor:

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