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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Your 2002 PR Plan Blueprint

By Jerrilynn B. Thomas

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Incorporate the ideas below into your 2002 PR strategy. Declare yourself an expert. Back it up with your knowledge.

1.) Secure Six National Magazine Writeups

National magazines are created months in advance. Submit your press releases to them now. Select six magazines you would like to be featured in. Study the articles closely. Contact them to request their editorial calendar and writers guidelines.

2.) Monthly Local Writeups and Spotlights

Watch your local news and read all of your local newspapers. When you come across a news item that you can tie in with your business, fax a quick story suggestion to their news room. Make a list of the contact names along with their fax numbers. Keep it near your fax or computer.

3.) Syndicated a Column

Create a Q&A business or consumer column. Syndicate it. Offer it as free content to publishers. Remember to stipulate that your resource box -- 3 line bio along with contact information -- remains intact. Copyright your column.

4.) Publish an Ebook

Share your knowledge by publishing an ebook. If you don't have enough time to crank out a masterpiece with endless chapters, publish an ebooklet or release one chapter every month.

5.) Get a Professional Media Kit Designed

Make yourself and your site media friendly. Reporters are busy people. They really appreciate it when you make it easier for them to develop their stories. Hire someone to design a professional media kit that spotlights your expertise . Whenever you are contacted for an interview, offer to send your media kit to help the reporter develop their story angle. Place the contents the media kit on your site. Reporters are always surfing the web for innovative entrepreneurs to profile.

6.) Repackage Your Products and Services

Revamp your products and services every three months to emotionally appeal to your target audience. "Package" two or more of them to fill a particular need or want. Give the "package" an attractive name based on the need or want that it satisfies. Create a press release to announce your new "package".

7.) Partner with Three or More Businesswomen to Create Joint Press Releases

Open yourself up to several new audiences by partnering with three or more businesswomen to write joint press releases. Select noncompetitive businesswomen who cater to your target audience. Report niche online news related to interest to your target audience. There are a lot exciting news happening within the online women's community. Share it with the offline world.

8.) Create an Online Award to Boost Traffic

Offer your visitors the chance to win an online award --- the most resourceful site; online volunteerism; best site design; etc. Stipulate that the graphic award must be linked back to your site. Craft a press release to promote your award program.

9.) Develop a Monthly Tip Newsletter

Experts give away tips to demonstrate their skills. It keeps their business on their target audience's mind. Put out a quick one paragraph newsletter every month.

10.) Turn Your Web Site into a Community Resource for Your Target Audience

PR savvy businesswomen build an audience of followers around them who need their products and services. They might not need you today but one day soon they will need to hire you. Offer them real membership benefits — networking, discounts, newsletters, advertising, etc. — on your site.

What Should I Ask Before Deciding On A Home Plan?

By Jo Williams

If you decide to get a home plan, there are certain questions you need to ask. Make sure that everything is clear before you make your purchase.

You should know all of the following before deciding on a home plan:

1. Do the plans or blueprints include the electrical and the plumbing? - The rough plumbing should be included in the plans. It should have a detailed presentation of the pipes and where they come into the house. The electrical lightings and outlets should be included.

2. How will I customize my plans? If you want to customize your plans, you can buy a reproducible master copy printed on erasable paper. This erasable paper will allow you to make changes. You can ask your local draftsman or engineer to make changes for the plan and layout. This will also allow you to reproduce copies of the plan after the changes have been made. Customizing your plan is often necessary to make your plan perfect for your individual tastes.

3. What are the things included in the blueprints? - Of course a blueprint should be well detailed. It should include:

a. Foundation plan - a foundation plan shows how the foundations are built. This is where the thickness of the foundation walls are emphasized including the spacing, floor joint sizes, column locations, furnace, water and heater locations, plumbing, windows, doors and other miscellaneous details that are related to the basement and foundation.

b. Coversheet - a coversheet is a representation of the house when it is built. A coversheet may not be compulsory for a home plan but it would be better if it is presented. The purpose of a coversheet is to give the owner a perspective of how the home will look after it has been constructed. This may contain the front, top, rear and side view of the house. This is important so that the owner can give suggestions.

c. Floor plans— the floor plans indicate the construction and layout of each part or floor of the house. The ones naturally included are wall sizes, room dimensions, plumbing and electrical locations, doors, windows, flooring and the structural information and the special conditions related to the floor plan.

d. Elevations— this is a representation of the exterior of the house, its size, shape of the doors and windows, size of the trim, the dimensions and the height, the depth of the foundation, shingle types and

moldings, replacement of materials, the pitch of the roof, and the gutters and downspouts.

4. Are the blueprints signed and approved by the architect? - This is very important to ensure that an architect has reviewed the blueprint and it has passed all the requirements of a home plan. You can also ask about the background of the architect who signed your home plan. These questions are essential in choosing a home plan. Take the time to get the answers, this is your home after all.

Jo Williams has an interest in Home Plans. To access more articles on Home Plans

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related website



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