

Audience Handout

Gerri Puckett and the Paycheck to Prosperity Present

“Press and Public Relations in the Digital Age”

A podcast interview with public and press relations expert, Jasmine Powers.

Host: **Gerri Puckett**

Podcast: **Paycheck to Prosperity**

Guest Expert: **Jasmine Powers**

Show Topic: **Press and Public Relations In The Digital Age**

Payoff Of The Interview: **What PR is, what it is NOT - and how you can use this**

More Info: **check out Jasmine Powers at <http://jpowersagency.com>**

1. Firstly, what IS PR and why do entrepreneurs need it?

2. How is PR for digital companies different from that for bricks & mortar companies?

3. What IS a press release, and how does it differ from advertising?

4. What are TWO places you can place a press release for distribution online?

5. What is important in a press release?

6. What should a press release NOT be?

7. What are TWO online resources that entrepreneurs can use to become better known to the press?

8. What is a press release distribution service?

9. What are THREE examples of press release distribution services you can use?

10. Where do you see beginner entrepreneurs wasting a lot of time in public and press relations?

11. What is media relations, and how can you use it?
