**PR Documents**

The following document can be used by all enthusiasts and pool members to craft specific messages for audiences that promote our mining pool. Please use the sample template if possible and/or follow the description and guidelines to craft unique messages if necessary.

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**General Signature**

Description - This should be attached to the end of all official posts and communication regardless of intent or location.

[www.qrlmining.com](http://www.qrlmining.com)

Discord : QRLmining

Email : qrlmining@qrlmining.com

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**Pre-Testnet Release Announcement**

Audience : QRL Vanguards and Holders

Description : Use this announcement for QRL specific avenues. Get people aware that we are developing a pool. Market our channels for communication and build the brand. We want QRL people aware that we are doing work and to join our community. Play up the fact that we are building up a community and that we will be actively looking to involve people in our development and growth.

Guidelines :

* **Must mention that we are not a part of the QRL Team**
* Focus on community and making QRL successful
* Customer engagement. We want to give people a way to get involved with QRL
* Get people to join the discord and bookmark our sites. Turn our names into points of contact for QRL questions. If we are ideal, we can become something of an unofficial QRL fandom.

Sample : Title - Unoffical QRL Mining Pool - Get Ready for Mainnet

Hey Everybody,

Like most people here, we believe in what QRL represents and what it will do in the Crypto space as it develops. With Mainnet coming up, a couple of us have started building a mining pool that will allow all of us who wish to mine in the Proof-of-Work phase to do so with ease and support. We are not a part of the QRL team and are solely fans of the ideals backing QRL; We are just looking to do our part to make the QRL network a success. Additionally, we want to help give QRL enthusiasts a way to make some coin from mining and fight against the legions of botnets that will inevitably come when QRL starts to grow.

If you are interested in mining QRL during the Proof-of-Work phase and want to help us build up the QRL network, visit our website or join our discord channel and drop a comment. We want a vibrant community that guides our feature development to better serve them. Come give us a peak and keep us in mind for when Mainnet is released.

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Email : qrlmining@qrlmining.com

**Pre-Mainnet Release Announcement**

Audience : QRL Vanguards and Holders

Description : Use this announcement for QRL specific avenues. We don’t spend time explaining what QRL is, or what mining is. It is assumed that the audience is aware of QRL and wants to get involved. Let’s get them unified and trusting in our service.

Guidelines :

* Always mention the release date
* Focus on community and making QRL successful
* Mention monetary rewards for mining
* Differentiate the group from general “bot” miners
* Promote our close work with the QRL developers to get POW pools working
* Get people to join the discord and connect to testnet pool
* Get people to spread the word of QRL and our mining pool
* First Mover advantage is vital -> They will get “more” reward by joining the pool before any kind of concentrated bot network formed and will maintain that advantage by joining a pool early over those who solo mine

Sample :

Hey Everybody,

With the announce of the release of the QRL mainnet on <INSERT DATE>, it's time to do our part for the network. As of right now, the plan is for the QRL network to launch as a Proof of Work (POW) network until Q3 where it will be forked into a Proof of Stake (POS) network. As such, we think it is important to build a vibrant, diverse community of QRL enthusiasts to back the POW network. As vanguards in the upcoming release, let's help build up the QRL network and make a little bit of coin while we're at it! To help with this goal, we are providing a mining pool that will allow all users to easily get connected to the QRL network and mine in a stable way.

It is especially important to get miners connected the testnet before the mainnet launch for two reasons: additional confidence in the network handling an increased load (and finding potential bugs), and to get miners connected to the mainnet network immediately upon the network being released. Our mining pool will directly move everyone over from the testnet. One additional benefit of our pool is that the fact that it is has been directly tested with the QRL network code so you can be sure it will work QRL mainnet in a stable, optimal fashion. We have been testing with the QRL developers from the beginning and have our own staff of developers to help with maintaining the mining pool and associated code.

Please visit [www.qrlmining.com](http://www.qrlmining.com) for detailed instructions on getting a QRL mining node set up and connected to our pool or contact us using the links below. We hope to see you join as we do our part to make QRL a success!

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**Pre-Mainnet TestNet Call to Arms**

Audience : QRL Vanguards and Holders

Description : This is just a general call for people to join our pool to help test the testnet. It has three great benefits; we get to test our code, the actual QRL mining pool code, and we can get people to join our pool first. Once they are here, and if we can do things right, they will be more likely to stay due to ease.

Guidelines :

* Focus on community and helping QRL succeed
* Promote our close work with the QRL developers to build trust
* Always reference that we will switch to the mainnet the minute it is released so it will be easy to hit the ground the running

Sample :

The testnet mining pool is out and we would like to make sure that QRL is ready for mainnet. That is why we are asking everybody who is interested in mining and can spare a bit of hashrate to come join our mining pool, “QRLmining”. We have worked with the QRL developers to make sure our mining pool can properly work with the QRL mining code so we are excited to have the opportunity to open it up to general testing. If you were looking to get involved with the QRL network, this is a great way to get started early before mainnet comes out and work out all of your issues. Overall, this is a great way to help QRL thrive and be ready to hit the ground running when QRL mainnet is released.

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**Discord/Reddit Post-Mainnet Release ( < first half of PoW timeline)**

Audience : QRL Vanguards and Holders

Description : Use this announcement for QRL specific avenues. We don’t spend time explaining what QRL is, or what mining is. It is assumed that the audience is aware of QRL and wants to get involved. Let’s get them unified and trusting in our service. Avoid references to testnet bugs -> only refer to testnet when documenting our first mover advantage.

Guidelines :

* Focus on community and making QRL successful
* Mention monetary rewards for mining
* Differentiate the group from general “bot” miners
* Promote our close work with the QRL developers to get POW pools working
* Stability of our pool when mining QRL is important
* Emphasis on people to spread the word of QRL and our mining pool
* First Mover advantage is vital -> They will get “more” reward by joining the pool before any kind of concentrated bot network formed and will maintain that advantage by joining a pool early over those who solo mine
* Continue to push for a community pool before bot mining pools and outsiders

Sample :

Hey Everybody,

With the QRL PoW network released and running, we are asking all QRL vanguards to join the ‘QRLmining’ pool. We are a group of early QRL holders who are interested in making a successful QRL network. Part of this goal can be achieved by having a vibrant, populous group of miners who care about QRL and its future. Before QRL moves to PoS, come join our pool and make the QRL network thrive. We want the network to be populated by those who actually care about QRL and its ideals, rather than just bot farms.

We worked with the QRL developers to get Proof of Work pools running smoothly and tested heavily during the testnet phase, so you will have a stable pool ready to work as you need it too. Of course, there is a great monetary incentive to catch this coin before it moons and while the network is free of outside influence. If we can get a lot of people in the pool early, we can help maintain rewards as QRL becomes the powerhouse we know it will be.

If you are interested in joining mining QRL or helping the network thrive, please come join us at the ‘QRLmining’ pool. Check out the links below to see what we are all about as our pool is a vibrant community and looking to expand.

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