**PR Questionnaire**

**The underlined questions in Purple are required**

Our goal is to write amazing press for you! Our writers use this questionnaire as the primary source of inspiration.

To ensure that you receive the best possible press we need you to fill out the questionnaire as fully and accurately as possible. We are not responsible for outdated/ incorrect information or missing information so please review your questionnaire carefully before you submit it.

**Story types:**

* **Profile Article** (Promotional. Includes name, profile / bio, call-to-action / invitation. Article or interview style)
  + Examples: <https://www.forbes.com/sites/stephanieburns/2020/12/04/why-they-call-this-entrepreneur-the-millionaire-maker/?sh=5ee6510e28db>
  + <https://disruptmagazine.com/dr-amin-sanaia-dsl-mha-is-building-winning-teams-though-dei-tools/>
* **Editorial feature PR** (third person, lots of anecdotes, creative storytelling)
  + Example: <https://www.texasmonthly.com/arts-entertainment/lee-baxter-davis-great-texas-artist/>
  + <https://www.latimes.com/lifestyle/story/2022-12-12/pete-gustin-blind-surfer-youtube>
* **Advertorial / Brand Voice -** (Informative or thought-piece; advertisement in the form of an editorial article; relevant topic, with the client featured as an expert on the topic)
  + Examples: <https://www.metroparent.com/sponsored-content/a-new-reason-to-play-outdoors/>
  + <https://www.forbes.com/sites/colehaan/2020/03/30/feel-more-balanced-with-these-right-brain-hacks/?sh=78e030f474a4>
* **Listicle** (a top list, a chart, or a set of tips that aim to educate or inform. Client is sometimes featured as part of the list.)
  + Example: <https://www.dailymail.co.uk/femail/article-3226677/Fabulous-floral-trends-hot-pink-gerberas-comeback-chrysanthemum-best-blooms-autumn-poinsettias-sparkly-pine-cones-don-t-look-in.html>

**Part 1 - About You / Your Brand**

1. What is the name of the person(s) and/or brand these articles are for?
2. What is the best email to contact you on?
3. Please let us know your website address
4. Do you have a preferred title (producer, rapper, influencer, etc.) that you’d like us to use?
5. Please describe the most unique characteristics or attributes of your STORY that you feel are newsworthy.
6. What is your personal background and experience related to this article?
7. What inspired you to start your business or become involved in this industry?
8. What challenges or obstacles have you faced in your career or business, and how have you overcome them?
9. What sets you apart from others in your industry, and what unique perspective do you bring to this article?
10. What are some notable career highlights? (Awards, recognition, accomplishments, etc.)
11. Do you have any personal anecdotes or stories that you would like to include in this article?
12. Where do you see yourself/your brand in a few years? What are some of your dreams and aspirations?
13. Is there anything else that you think the writer should know in order to create an effective and successful article? (please give as much details as possible)

**Part 2 - Article Guidelines**

1. What is the main goal of this article? (e.g. to increase brand awareness, to drive traffic to a website, to generate leads)
2. Are there any specific products/services you’d like to promote?
3. Who is the target audience for this content piece? (e.g. age range, location, interests, job titles, industry beginners, enthusiasts)
4. What is the main message or theme you want in this article?
5. What specific points or information do you want to include in this article?
6. Are there any specific SEO keywords or phrases that you want to focus on in this article?
7. Are there any specific tone or style guidelines that you want the writer to follow? (if yes, please provide details)
8. Please provide direct links to all social media accounts (if any) you want to be included in the articles.
9. Are there any websites / content pieces / etc. that you want the writer to reference or link to in this article?
10. Provide 2 to 3 potential title ideas if you’d like.
11. Is there information you do NOT want to be included in the article? (if yes, please provide details)
12. Please drop any links to public content (blogs, announcements, posts) that we can use for supplementary information.
13. Is there anything else you would like to mention?

**Part 3 - Photographs**

Please insert a link to full-resolution JPG or PNG files. Feel free to provide 2-3 alternatives for each category.

Company Logo/Banner (no transparent background)

Team/Founder Photos

Product Offering/Range Photos

User Interface Photos (if relevant)

Other Photos