

PR Readiness Kit

What it is: a 7-page checklist/workbook brands fill before PR sprints.

1. **Narrative Snapshot** — 1-sentence value prop; 3 proof points; 1 founder/exec quote.
2. **Audience & Outcomes** — primary audience; desired action; success metric (SOV, demos, sign-ups).
3. **News Hooks** — Press Release - what's *new* (launch, data, partnership, milestone); why it matters now.
4. **Evidence Pack** — stats, case data, customers willing to speak, third-party validators.
5. **Asset Checklist** — PR FAQ, headshots, product shots, b-roll, logo pack, brand boilerplate.
6. **Distribution Plan** — target outlets/journalists, creator short-list, owned channels, paid boost plan.
7. **Measurement Sheet** — message pull-through grid, coverage quality scoring, post-mortem notes.