



Public Relations is not just for big businesses anymore. Communicating well increases your opportunity for success, in business and in life. Your message, your goal, is what defines you as a person, as a business, as a dreamer of dreams.



A Simon Says
Ideas, desire, words spun into gold, creating success for your company.

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A Simon Says, LLC

Menu for Your Business



Public Relations for business, government, public figures, not-for-profits and the arts with a focus on media management, print, radio and TV production, speaking and media training and business development.

Creating Your Message

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Appetizers

Basic Starters

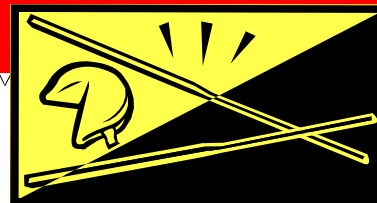
1. **Press**.....\$XOXO
Release, advisory, conference, events, trades, features, journals
2. **Marketing**.....\$XOXO
Cross-marketing, viral marketing, holistic marketing, e-marketing, e-zines, blogs, banner ads
3. **Product Placement**.....\$XOXO
Getting your product or service featured in events, cross-marketing initiatives, or commercial art venues
4. **Community Relations**.....\$XOXO
Communication between businesses
5. **Collateral Materials**.....\$XOXO
Printed materials that support a brand
6. **Message**.....\$XOXO
Information that defines your organization, action or product
7. **Media Placement**.....\$XOXO
Getting your product, organization or company featured in the media
8. **Collaborative Commerce**.....\$XOXO
Optimizing business processes through enterprise collaboration
9. **Branding/Identity**.....\$XOXO
Creating a collection of perceptions in the mind of the consumer
10. **Crisis Communication**.....\$XOXO
Strategy for and implementation of reactive message and media management
11. **Emotional Branding**.....\$XOXO
Creating an affinity for a brand by evoking a strong emotional reaction
12. **E-Commerce**.....\$XOXO
Electronic Commerce
13. **Speaking Points**.....\$XOXO
List of facts, messages or themes on which to discourse
14. **Networking**.....\$XOXO
Making one-on-one personal business connections

“A PR professional will create a program incorporating a variety of ingredients, specifically chosen to communicate your message while building a strong relationship between your business, organization, or person and its target audience.”

豬 蛇 Combination Platters

Comes with a choice of tagline, press release, or ad placement

- C1. **Chef's Daily Basic Combo**.....\$XOXO
Message definition, presentation training, press advisory, event, advertisement
- C2. **Identity Marketing Platter w/side of Repositioning**.....\$XOXO
Branding, press, collateral materials, launch
- C3. **E-Marketing Platter w/choice of sides**.....\$XOXO
Press, website, e-commerce, e-zines, button/banner ads, cross-marketing
- C4. **Emotional Marketing- Fresh Daily**.....\$XOXO
Mission statement, public affairs, community relations, event, media placement, direct marketing
- C5. **Media Blitz w/Spicy Sauce**.....\$XOXO
Advertisement, strategic placement, VNR, blogs, media training, expert commentary, bookings
- C6. **Target Marketing w/side of Positioning**.....\$XOXO
Networking, e-marketing, collateral materials, community relations, direct marketing
- C7. **Crisis Management- HOT Plate- Very Spicy!**.....\$XOXO
Message, press release, media training, pro-active response, press conference, press kit
- C8. **Hot Pot Promo**.....\$XOXO
Message/presentation training/press advisory/event



Specials

Additional Flavors

- S 1. **Event**.....\$XOXO
Function, fundraiser, press conference, press event, etc.
- S 2. **Strategic Partnerships**.....\$XOXO
Partnerships between companies that benefit both
- S 3. **Targeting**.....\$XOXO
Identifying your market, consumer or audience
- S 4. **Super-Affiliates**.....\$XOXO
Affiliate who generates a large part of total activity
- S 5. **Value Added**.....\$XOXO
Promotional product or technique that adds value
- S 6. **Relationship Marketing**.....\$XOXO
Understanding the customers well enough to anticipate their needs
- S 7. **Public Affairs**.....\$XOXO
Public policy aspect of public relations
- S 8. **Buzzword**.....\$XOXO
Trendy word/phrase used to impress, not explain
- S 9. **Presentation Training**.....\$XOXO
Training to help deal with clients, media, etc.
- S 10. **B to C event**.....\$XOXO
Business-to-consumer event
- S 11. **Strategic Placement**.....\$XOXO
Choosing vehicles in which to place your product, organization, company or service
- S 12. **VNR**.....\$XOXO
Video news type release
- S 13. **Media Blitz**.....\$XOXO
Multi-disciplinary media outreach
- S 14. **White Paper**.....\$XOXO
Technical document explaining product function
- S 15. **E-Zine**.....\$XOXO
An electronic magazine
- S 16. **Expert Commentary**.....\$XOXO
Panels, seminars, broadcast, paid editorials



