PICCOLO PR

PR Readiness Checklist

A 15-point assessment to determine if your brand is ready to maximise the impact of a strategic PR campaign.

INTERACTIVE ASSESSMENT

How PR-Ready Is Your Brand?

Public relations is one of the most powerful tools for building brand awareness, credibility, and trust. But not every brand is ready to get the most out of a PR investment.

This checklist helps you honestly assess your brand's readiness across three critical areas: your brand foundation, your PR preparedness, and your content and assets.

HOW TO USE THIS CHECKLIST

1. Work through each of the 15 items honestly
2. Tick off each item you can confidently say “yes” to
3. Tally your score at the end
4. Use the scoring guide to understand your readiness level

0–5

BUILDING

Your brand needs foundational work before PR will deliver ROI. We can help you get there.

6–10

ALMOST READY

You're close. A strategic consultation would fill the gaps and set you up for success.

11–15

PR READY

Your brand is primed for a PR campaign. Let's talk about making it happen.

01

Brand Foundation

A strong brand foundation is the bedrock of any successful PR campaign. Without it, even the best media coverage won't stick.

- [ ] **You have a clear brand story and unique selling proposition**

  Your brand narrative is compelling, differentiated, and can be articulated in 30 seconds. Journalists need a hook — without a clear USP, your pitch gets lost in the noise.

- [ ] **Your website is professional and up to date**

  Your website is the first place a journalist or influencer will visit after receiving a pitch. It must reflect your brand accurately, load quickly, and work flawlessly on mobile.

- [ ] **You have high-resolution product and brand images available**

  Media outlets require print-quality imagery (300 DPI minimum). Having a curated library of lifestyle, product, and team photos ready to share saves critical time during coverage opportunities.

- [ ] **Your social media profiles are active and consistent**

  Active social profiles signal a credible, engaged brand. Journalists and influencers will check your Instagram and LinkedIn before committing to coverage. Dormant accounts raise red flags.

- [ ] **You have a defined target audience and customer persona**

  Knowing exactly who you're trying to reach determines which media outlets, influencers, and angles will generate meaningful coverage that converts to business results.

02

PR Readiness

Beyond brand basics, these factors determine whether your business is genuinely prepared to invest in and benefit from a PR campaign.

- [ ] **You can articulate what makes your brand newsworthy**

  PR is earned media — you can't buy a news story. You need a genuine angle: innovation, disruption, a founder story, compelling data, or a trend your brand is leading.

- [ ] **You have budget allocated for PR (minimum 3-month commitment)**

  PR is a marathon, not a sprint. Results compound over time — relationships with journalists take weeks to build, and campaign momentum requires consistent investment over at least one quarter.

- [ ] **You have upcoming milestones, launches, or events**

  News pegs drive coverage. Product launches, market entries, milestone achievements, seasonal relevance, and events give journalists a timely reason to write about your brand.

- [ ] **You’re prepared to invest time in journalist and influencer relationships**

  PR isn't a set-and-forget service. The most successful campaigns involve founders who are available for interviews, willing to attend events, and responsive to media opportunities at short notice.

- [ ] **You understand PR is a long-term brand-building strategy**

  PR builds trust, credibility, and awareness over time. If you're looking for instant sales, paid advertising is a better fit. PR delivers compounding returns — a feature today leads to a partnership tomorrow.

03

Content & Assets

These are the raw materials your PR agency will work with. The more prepared you are, the faster and more effectively we can generate coverage.

- [ ] **You have a founder story or brand origin narrative**

  People connect with people, not products. A compelling founder story — why you started, what problem you're solving, what drives you — is the single most powerful PR asset you can have.

- [ ] **You can provide product samples for media and influencers**

  For product-based brands, sampling is essential. Journalists and influencers need to experience your product firsthand to create authentic, credible content and reviews.

- [ ] **You have data, statistics, or research to support media angles**

  Data-driven pitches are dramatically more successful. Industry stats, survey results, market insights, or proprietary research give journalists substance beyond a product plug.

- [ ] **You have customer testimonials or case studies to share**

  Social proof builds credibility. Real customer stories, before-and-afters, and quantifiable results give journalists ready-made angles and make your pitch more compelling.

- [ ] **You’re willing to participate in thought leadership opportunities**

  Op-eds, podcasts, panel discussions, and expert commentary build your profile as an industry authority. This positions your brand for organic media enquiries long after the initial campaign.

Your Results

Tally your ticked boxes and find your readiness level below.

0–5

BUILDING PHASE

Your brand has exciting potential but needs some foundational work before PR investment will deliver maximum ROI. Book a discovery call and we'll help you identify the quickest wins.

6–10

ALMOST READY

You're close to being PR-ready. A strategic consultation would help fill the remaining gaps and ensure your first campaign hits the ground running. Most brands start here.

11–15

PR READY

Congratulations — your brand is primed for a PR campaign. You have the foundation, the assets, and the mindset. The question isn't whether to invest in PR, but when to start.

Ready to Get Started?

Whether you scored 5 or 15, every brand's PR journey starts with a conversation. Book a complimentary discovery call with Sarah and let's explore what's possible.

BOOK A DISCOVERY CALL

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