



Pet's Eye View

Animal Voices Unleashed

**COMMUNICATIONS
FOUNDATIONS
CHECKLIST**



Thank you for your interest in Pet's Eye View PR for Animal Businesses!

My name is Kara. I have led PR teams for companies like HP, Microsoft and global agencies. For more than a decade, I have run a company I created focused on PR for tech and creative startups. During this time, I lost my 14-year-old Sheltie, which inspired me to dedicate new PR vigor to helping animal-focused businesses tell their stories more passionately and boldly. As an animal communicator myself, I feel that using my messaging and PR talents for the good of animals is part of my purpose. I also understand how difficult it is to tell your own story and build a tiny business into a thriving one via news stories, TV appearances and social media. It takes a huge amount of effort, and if you aren't sure what to say, you will surely get stuck.

This Communications Foundations Checklist was created after dozens of new business meetings and numerous client jump-start sessions where we realized most companies know they need more exposure, but they are at a loss as to how best to sell themselves.

This worksheet is meant to be an exercise in honest self-evaluation. Praise yourself for the work you have already done, be honest about the gaps, and note any areas that need revision or improvement.

If you undertake a formal relationship with me my team, for us to help you establish your message, identify a media list, or create social media programs, these questions and the answers we help you craft will determine the best communications strategies for you.

If you are going it alone, these questions should help you hone the best stories of your business to make a strong impression on press, partners and customers.

Once you complete this, which should take some time, you are ready take a stab at create some pitches or developing three-five key messages or strengths as a business that you want to build on in every social media interaction, on your website, in media interviews, etc.

If you feel you have a news hook, you are also ready to review my other downloadable resource, "Pitch Perfect."

Any questions? Drop me a line: kara@petseyeview.com. Mark the subject line: "Pet PR Consult."

Kara Udziela



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THE WHAT

Y N

In one to two sentences, can you explain your product or service and to whom it appeals? If so, please send it to us for review, or point us to a link on your site.

Y N

What anecdotes, personal histories or stories give your animal-focused business a history or mythology?

Y N

Do you have imagery and video that showcase your product or service? List and link it.

Put it in one repository and make sure you have legal permission to use images of people and pets. Copyright lawsuits are real. Get signed waivers from customers, and never yank images from Google.



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THE WHO

Y N

Do you have clearly defined audience segments? Please list in priority order.

Y N

Do you have happy customers willing to talk about you? What do you want them to say?

THE WHY

Y N

Please list 3 main reasons you should be the product/service business of choice for your customers.

Y N

What statistics or proof points do you have that show value or success of your company and its individual products?



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Y N

What profit numbers or percentages, or growth percentages do you have that show a positive trajectory as a business?

Y N

Competitive Media Research (Do you track what's being said, who your competitors are, and where you are in the conversation?)

Y N

List your top five competitors.

THE WHEN

Y N

What "news" is coming for you in 6 months? Anything urgent?



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Y N

Do you have a Predictive Vision on the industry, not just your company?

THE HOW

Y N

Have you developed or do you need help developing key messages to target various audiences (press, buyer type 1, investor, buyer type 2, etc.)?

Y N

Do your web site and marketing collateral clearly and consistently uses these messages and no others?

Y N

Do you have a messaging matrix that the CEO has approved and is used by all from top-down?



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Y N

Who are the top two spokespeople for your organization? Do they have credibility as industry leaders? Please jot a few notes.