

PR-LiteSM: Executive Overview

Marketplace
PARTNERS

Highly Targeted PR


*Designed specifically for
Services Firms*

*Get Noticed in Ways That
Drive Profitable Growth*

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Even a small firm can have the reach and influence of a larger competitor when they use our specialized PR services

Why PR-LiteSM?

For the cost of a typical one-month PR firm retainer, our complete PR-LiteSM program gets you PR-ready for the whole business year – or for a lifetime.

Media exposure is a valuable means of creating awareness with your prospects, stakeholders, current customers, and other important target audiences. Getting your word out through the media gives you the power to get countless key contacts talking about your company, products and services in just the way you want -- at minimal cost. Every entrepreneur needs to use this competitive tool to help ramp up revenue and drive profitable growth.

As valuable as PR is, we know many talented entrepreneurs who say they are frustrated and con-

fused about how to make PR work for their growing businesses. Some are frustrated trying to find a PR resource that can work effectively with a smaller business, not just with the “big guys”. Some are not sure how to “aim PR” at creating new and/or more business. Others have had limited experience with PR and are uncertain about how to effectively select and manage a PR firm or build their own internal resource.

It's important to know that, typically, the business model for a PR firm is based on a long-term, monthly retainer (generally starting in the \$7,500/mo. range). Since many companies do not have the same needs as the “big guys”, this arrangement is often not a fit. As a result, growing and mid-sized companies do not get

the level of attention and expertise reserved for larger accounts that are more closely aligned with the PR Firm's business model.

Your Investment in Public Relations

Using the power of public relations is an important aspect of developing your business. Done correctly, PR can be one of the most powerful ways to promote your products/services -- and at a lower cost than advertising, trade shows or other forms of market awareness and identity building. As part of our service, we'll help you link your PR activity and investment to your progress measures and business goals.

When your **PR-Lite** program is complete, you will be able to:

1. Select and develop the best target news topics for an effective PR campaign
2. Utilize the templates that are customized for your business to launch the campaign
3. Reuse and continue to build the media contacts list we've start for you
4. Repeat the steps we've taught you for implementing an effective PR campaign

After we've worked together on the **PR-Lite** program, you will be well prepared to make an informed business decision about what you need to do next:

1. Conduct PR as a self-sufficient in-house function
or
2. Use our on-going **PR-Lite** services on an out-sourced basis until you are ready to take over
or even
3. Hire a fulltime PR agency because you are convinced PR is worth that level of consistent investment. Now, you will now know a great deal more about what to look for and how to manage that resource.

For the cost of a typical one-month PR firm retainer (about \$7,500) you can get our complete **PR-Lite** program and be PR-ready for the whole year – or a lifetime. It's your choice.

For more details, visit our website and review the detailed [Service Description](#) for **PR-Lite**.

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What is PR-Lite?

PR-Lite is a service specifically designed for the needs of entrepreneurs who lead growing or mid-sized businesses committed to accelerating profitable growth. It's all about business focus, revenue generation and getting assistance in ways that work best for pragmatic, hands-on business leaders.

PR-Lite is affordable, easy to use and manage, and provides a *triple win*:

1. You get a tightly focused publicity campaign that concentrates on one carefully targeted "sweet spot" business development opportunity where you want to build awareness and drive revenue and growth.
2. You get a guided experience that mentors PR savvy into your organization using a learning-while-doing approach. You reap the rewards of new business *and* new skills.
3. **PR-Lite** lets you "test drive" an effective PR vehicle without over-investing.

PR-Lite consists of six basic steps (service components) designed to launch your first targeted PR campaign -- as well as putting a structure in place to do future campaigns. These components are repeatable, scaleable and re-usable. Each step is fundamental, easy to learn, and is tailored to your specific situation and company.

We use a "Coaching and Guided Experience" approach for **PR-Lite**. We'll teach you as much as you want to know on your timeline to self-sufficiency. You can also count on us to be there for you as long as you like. It's all about what works best for you and your business.

Once you gain an understanding of how **PR-Lite** can help drive business results, you can choose from two options:

1. Put the new learning about important PR basics to work and become self-sufficient, or
2. Use our **PR-Lite** professional services on an out-sourced basis.

Either way, we'll support you until you are ready to bring PR in-house or you are ready to hire a full time PR firm. You choose.