

## Checklist: How to Be an Effective PR Client

1. **\*\*Set Clear Expectations\*\***
  - Clearly define your PR goals (e.g., media coverage, crisis management, brand awareness).
  - Share specific objectives and standards with the agency.
2. **\*\*Be Open and Communicate Often\*\***
  - Regularly update the agency on internal changes or developments.
  - Respond promptly to emails, questions, and requests for feedback.
3. **\*\*Provide Resources and Access\*\***
  - Share key data, resources, and team access with the PR agency.
  - Provide detailed information about your brand's vision and story.
4. **\*\*Be Realistic About Timelines and Results\*\***
  - Understand that PR takes time, and results aren't always immediate.
  - Set realistic expectations, especially for ambitious goals like securing top-tier media coverage.
5. **\*\*Engage Actively\*\***
  - Participate in brainstorming and strategy sessions.
  - Provide input and feedback throughout the campaign.
6. **\*\*Trust the Experts\*\***
  - Rely on the agency's expertise in selecting media channels, crafting messages, and executing strategies.
  - Allow them creative freedom while ensuring your brand's voice is maintained.
7. **\*\*Respect Boundaries and Time\*\***
  - Provide information and resources in a timely manner.
  - Avoid last-minute requests unless absolutely necessary.

By following this checklist, you'll foster a productive relationship with your PR agency and maximize the success of your campaigns.