



PR FAQ

Here are some basic questions and answers to help you understand about working with a publicist.

1. Who will lead my account?

Rachel Sentes is the CEO/founder of gal-friday publicity. She is your lead publicist and will handle all accounts.

a. What is her experience? Rachel Sentes has 5 years of publicity experience with a firm as well as running her own company. She has been a freelance writer for over 20 years with numerous publications and proven success with booking media

b. How much time will she spend on my account? That will depend on which publicity package fits your budget and your goals

2. Who will work on my account?

Rachel Sentes and a small team of writing professionals/sub-contractors depending on the project.

a. What is their experience?

Brian Wood is a professional writer and Literary Agent with his own firm www.brianjwood.com. He specializes in selling non-fiction sports books, ghostwriting, book-selling techniques and distribution solutions.

Dr. Kyla Sentes is a professional writer, editor and researcher. She has 15 years experience as a freelance writer with numerous articles in the public health area, has edited two books, and is the top editor with gal-friday publicity.

Kate Hickman is a communications and PR representative with experience in marketing and online content. She co-ordinates book launches and book signing events as well as event planning.

Tina Moreau is the founder of TMD Management and Design. She specializes in working with small businesses with websites, book trailers, project management and publishing administration. She also manages social media accounts.

El Designo- Marc Nipp and Patrick O’Kane- are El Designo, and environmentally conscious design studio. They are highly skilled in producing media kits, sell sheets, book launch posters, ad campaigns and website design and illustrators.

3. Who will supervise the work on my account?

Rachel Sentes will supervise all accounts. Occasionally you may deal with a sub-contractor directly, if there are specifics that need to be clarified, but the buck stops with Rachel!

4. What is the plan for my campaign? An initial action plan will be determined for your business after an **A)** author questionnaire or **B)** Business goal questionnaire are filled out and submitted to Rachel and her team for review. Suggestions will then be conveyed to the client which will include timelines and any cost estimates that aren't covered in packages.

5. How long will my campaign run?

Each client will have a different length of campaign depending on their goals. We offer flat fee one time projects, so the length will be determined on an individual basis. Generally, we sign up new clients for a 3 month minimum, as we have found that in 3 months we can clearly assess the return on investment. After the 3 months have been concluded, the option for a month to month package or longer term services will be offered.

6. How much access will I have to strategists who design my campaign?

You can have as much access as you feel necessary to make you feel comfortable. This can include one on one phone calls, emails, face to face meetings etc...The office hours are generally 8:30-4:30 Mon-Friday, but since media can call on the weekends and after hours, we will reply to any of those requests as needed.

7. How much input will I have in my campaign?

We welcome ideas and brainstorming from the client. However, we encourage the clients to let us get to know you and your product and provide you with items to review so that you can provide feedback to mesh with your goals. You have hired professionals to help you achieve those goals, so giving them the time to work on your project is in your best interest. We don't want to be counterproductive or the campaign will suffer as a result. We encourage you to leave the details to us. Your role is to act as an advisor, consultant, and a resource with the inside track on your business or product.

8. How often will I get updates on my account?

That will depend on how informed the client wishes to be. Some clients like an update every week, other clients we communicate with daily as we work on long term projects. Other clients request an update once a month. We are able to suit what you would like, just let us know.

10. What specific results will I receive?

Publicity can be a little tough to quantify for results, however our goal is a minimum of 2 media bookings a month per client, whether that is on television, radio or in print or online. Someone once said that publicity was like selling air. We are trying to sell air time. We will always send as many key performance indicators as possible to help you track your return on investment.

11. What can I do if I don't receive the results promised?

Publicity is not guaranteed, however we will do our best to achieve the goals you are seeking for your product.

a. Can I terminate our agreement?

Yes, with 30 days written notice. If you decide you don't want to continue, simply give us written notice. The official contract will end after 30 days, however if you call us to let us know that you need us to cease work we will do so immediately.

b. Will you refund fee payments?

Due to the nature of our business, and that we invoice for the previous month's work, we don't offer refunds. We will do our best to discuss your specific situation so that the solution to any problems can be resolved in a mutually beneficial manner.

12. What specific results have you created for past, similar clients?

You can view all of our client results on our website www.gal-fridaypublicity.com as we have a wide variety of styles of businesses. The type of media booked is of course specific to each business and their goals.

13. What are your strong points, your advantages over other agencies?

Rachel Sentes and her team pride themselves on giving honest answers to hard questions, and don't hold back when pursuing media opportunities. They have a great sense of humour and like to have fun at their work (as you'll note on our website, we are not above bribery). One of our advantages is that we are a small business- small in size, but not in talent. Our network of contacts in media and with other businesses and publishers mean that we are a source for reporters when they want to book stories. And, you'll always receive a phone call or an email back in 24 hours.

Our goal is to concentrate on your publicity campaigns so that you can work on your business. You are always the expert and no one cares as much about your business or book as you do, so you are involved in all aspects of your campaign. Nothing leaves our office without your approval. Simple as that.

We know:

The industry

The short cuts

The players

Who to approach

How to get the best results

How to prepare you for unforeseen changes

Welcome to gal-friday publicity!