



Public Relations Outreach Retainer

Tiered Service Options

Strategic, consistent PR outreach is the foundation of successful media placement and speaking opportunities. Our tiered retainer model is designed to give you the exact level of support you need—whether you're testing the waters with your first campaign or running an aggressive, high-volume media strategy. With four distinct service tiers, we provide transparent pricing, clear deliverables, and the expert follow-up that transforms initial outreach into confirmed placements.





Why Monthly Retainers Work for Public Relations Outreach

Consistency Drives Results

PR placement isn't a one-and-done activity. Producers, journalists, and event organizers need multiple touchpoints before they say yes. A monthly retainer ensures we're there for the critical second and third follow-ups—where 70% of placements actually happen.

One-off campaigns often fail because there's no structure for ongoing relationship-building. Retainers give us the bandwidth to nurture contacts, track responses, and pivot strategy in real time.

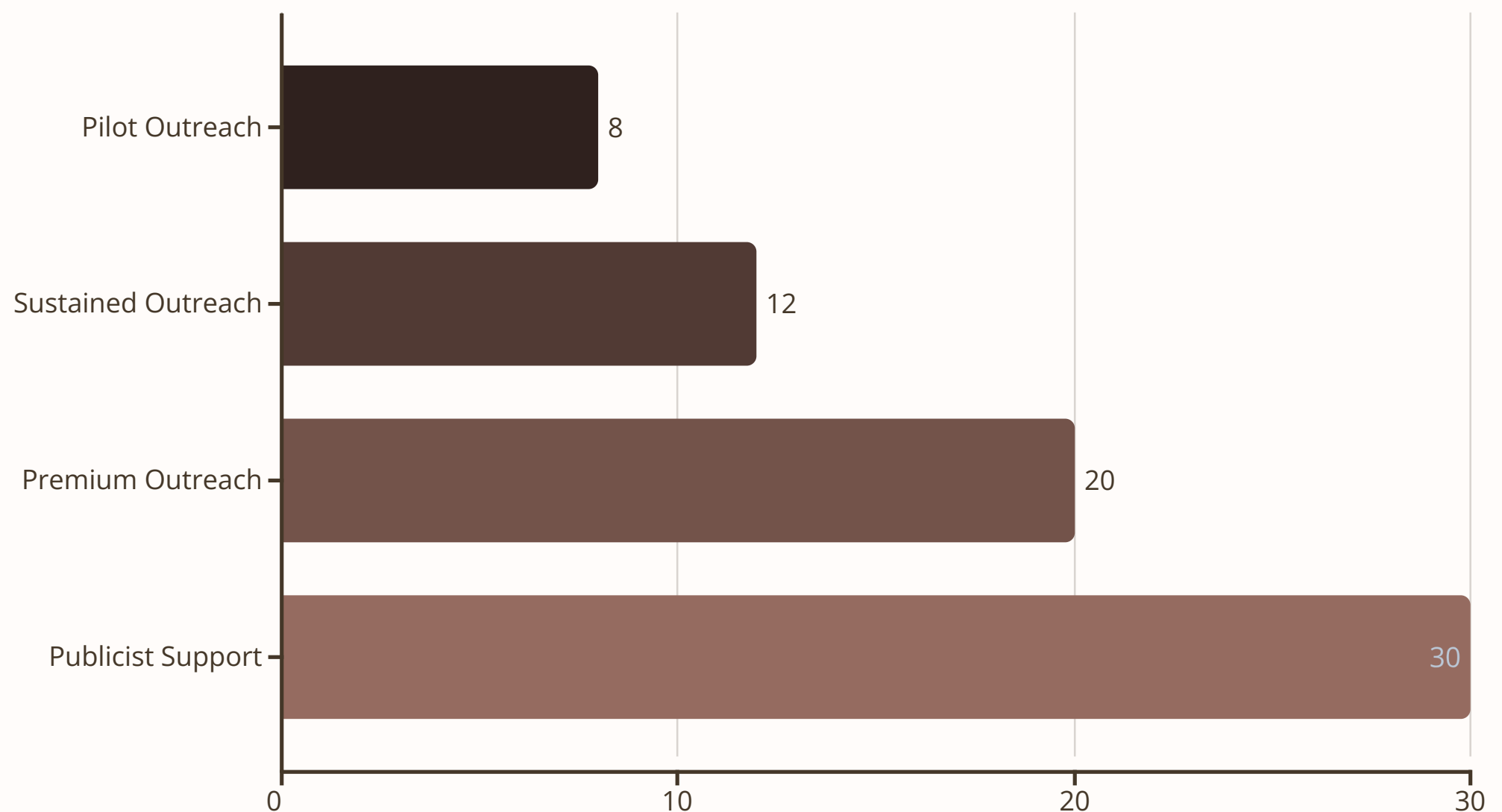
Strategic Investment

Think of a retainer as your insurance policy against missed opportunities. When a producer reaches out with a last-minute request, we're already in the loop. When a pitch doesn't land the first time, we have the hours budgeted to refine and resend.

Our base rate of \$60 per hour reflects the specialized skill required for effective PR outreach: copywriting, relationship management, vetting, and strategic follow-up. With tiered pricing and volume discounts, you get predictable monthly investment with measurable outcomes.



Service Tier Comparison



Each tier is carefully designed to match specific client needs and campaign intensity levels. Whether you're launching your first PR push or managing dozens of media relationships simultaneously, there's a tier that fits your goals and budget. The key difference isn't just hours—it's the depth of strategy, volume of outreach, and level of hands-on coordination we provide.

Tier 1: Pilot Outreach — \$480/Month



Pitch Development

We craft a professional, compelling pitch template tailored to your expertise, book, or speaking topics. This becomes your core messaging tool.



List Organization

We organize and prioritize your existing contacts, ensuring we're targeting the right people with the right message at the right time.



First-Touch Outreach

Personalized outreach to 10-15 of your highest-priority contacts—producers, hosts, event organizers—with professional follow-through.

The Pilot tier is perfect for authors, speakers, and business owners who are new to PR outreach or want to test the working relationship before committing to a larger retainer. With 8 dedicated hours per month at our full rate of \$60/hour, this pilot program gives you a taste of what professional PR management looks like without a long-term commitment.

This tier focuses on **foundation-building**. We'll take your existing contact list—even if it's messy or incomplete—and turn it into a strategic asset. You'll receive a polished pitch template that clearly communicates your value proposition, and we'll send that pitch to your top-tier contacts with personalized touches that get responses.

While this tier doesn't include the aggressive follow-up cycles of higher tiers, it's an excellent way to generate initial interest, gauge response rates, and refine your messaging. Many clients start here and quickly move to Tier 2 once they see the quality of our outreach and the potential for placement.



Tier 2: Sustained Outreach — \$684/Month

New Outreach

Fresh pitches to an expanded contact list, targeting relevant media, podcasts, and events

List Vetting

Continuous refinement of your contact database, removing dead ends and adding hot leads

Follow-Up Cycles

Second and third touches to all contacts—this is where most placements are actually secured

Opportunity Vetting

We evaluate incoming opportunities to ensure they align with your brand and goals

Scheduling Coordination

Full coordination for up to 5 confirmed opportunities, from logistics to prep.

This is our recommended tier for clients who want tangible results. With 12 hours per month and a 5% discount (bringing your rate to \$57/hour), Sustained Outreach covers the complete PR cycle from initial pitch through placement confirmation.

The critical difference between Tier 1 and Tier 2 is **follow-up intensity**. Research shows that 70% of successful PR placements come from the second or third touchpoint, not the first. Tier 2 ensures we have the hours to stay on top of every contact, send strategic follow-ups, and respond quickly when opportunities arise.

We'll also handle the often-overwhelming task of **vetting opportunities**. Not every podcast invitation or speaking request is worth your time. We evaluate audience size, brand alignment, production quality, and promotional support to ensure you're investing your energy in high-value placements. For up to 5 confirmed opportunities per month, we manage all scheduling, logistics, and coordination—so you can focus on delivering great content instead of chasing down calendar links and prep documents.

Clients in Tier 2 can see their first confirmed placements within 30-45 days and will build sustainable momentum over 3-6 months. This tier works especially well for authors on book launch timelines, speakers building a circuit, and entrepreneurs establishing thought leadership.

Tier 3: Premium Outreach — \$1,020/Month

Priority Scheduling

You receive guaranteed priority on our calendar with same-day response times for urgent opportunities and time-sensitive pitches.

Weekly Strategy Calls

Scheduled calls or video meetings to review campaign performance, discuss upcoming opportunities, and adjust messaging in real time.

High-Volume Pitching

We reach out to 30+ contacts per month with personalized, strategic pitches designed to generate maximum response rates.

Proactive Media Monitoring

We actively track trends, breaking news, and timely topics where your expertise could be positioned as a solution or commentary.

Full Coordination Support

Complete vetting, scheduling, prep support, and post-appearance follow-up for *all* confirmed opportunities—no limits.

Premium Outreach transforms us into an extension of your in-house PR team. With 20 hours per month and a 15% discount (bringing your effective rate to \$51/hour), this tier is designed for clients running aggressive campaigns, managing multiple book launches, or building a national speaking platform.

The defining feature of Tier 3 is **proactive strategy**. Instead of waiting for you to identify opportunities, we're constantly scanning the media landscape for openings. When a major news story breaks in your area of expertise, we're pitching you as a source within hours. When a podcast in your niche announces a guest lineup, we're reaching out before the slots fill up.

Premium clients also receive comprehensive speaker prep support. Before every appearance, we provide talking points, background on the host or outlet, strategic advice on messaging, and post-appearance follow-up to turn one-time placements into ongoing relationships. There's no limit on the number of opportunities we'll coordinate—whether you book 3 placements or 15 in a given month, we're there to support every single one.

This tier is ideal for established authors, professional speakers, executives building personal brands, and anyone who views PR as a core component of their business strategy. Clients at this level can see 10+ confirmed placements within the first 90 days and build sustainable, long-term media relationships that continue generating opportunities for years.

Tier 4: Publicist Support — Starting at \$1,119/Month



20 Hours Monthly Outreach

All Tier 3 Premium benefits included



Story Stimulation & Distribution

Proactive press story creation and monthly distribution across media landscape (local, regional, or national based on preference)



Breaking News Response

Real-time pitching when major stories break in your expertise area



Comprehensive Speaker Prep

Full preparation for every appearance: talking points, host background, messaging strategy, and post-appearance follow-up



Unlimited Coordination

No cap on media opportunities coordinated and supported per month



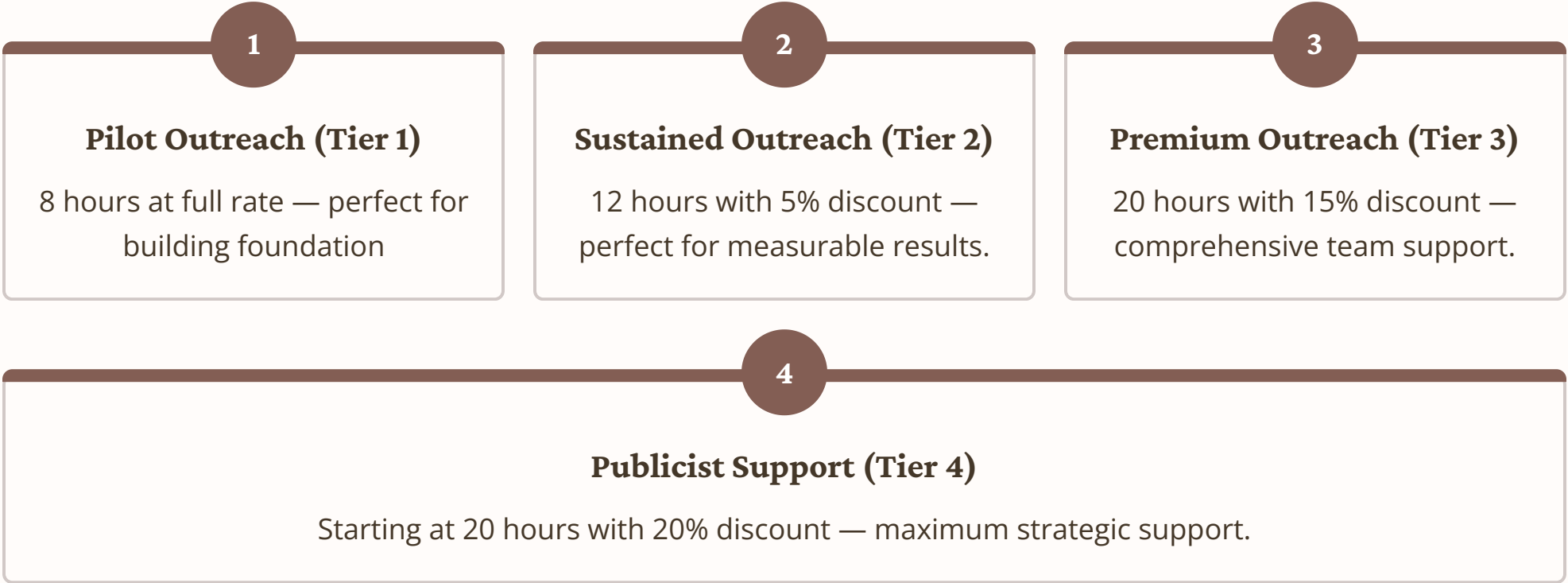
Maximum Value

20% total discount off standard hourly rate (5% increase over Tier 3)

Variable pricing based on press distribution scope (local, regional, or national). Ideal for established authors, professional speakers, and executives building personal brands. Positioned to secure 10+ confirmed placements within first 90 days.



Investment Breakdown and Value



Transparent Pricing Model

Our base rate of \$60 per hour reflects the specialized expertise required for effective PR outreach: strategic copywriting, relationship management, media vetting, and persistent follow-up. Unlike agencies that bundle services into opaque packages, we offer clear hourly breakdowns so you know exactly what you're paying for across all four distinct service tiers.

Volume discounts reward commitment. Clients who invest in Tier 2 save 5% per hour, Tier 3 clients save 15%, and Tier 4 clients save 20%—a meaningful reduction that makes high-volume campaigns more accessible.

ROI Perspective

Consider the value of a single media placement: a podcast interview can reach 5,000-50,000 listeners, a guest article can drive hundreds of website visits, and a speaking engagement can generate thousands in book sales or consulting leads.

Even at the top Tier 4, your investment starts at \$1,119 per month—often less than a single speaking fee or the cost of a small ad campaign. The difference? PR placements build long-term credibility, audience trust, and compounding visibility that paid ads simply cannot replicate.



What You Need to Provide

Speaker Bio

A professional biography (150-300 words) that highlights your expertise, credentials, and unique perspective. This will be adapted for different pitch contexts.

Press Kit

Professional headshots, media logos (if you've been featured previously), testimonials, and any supporting materials that build credibility.

Book, Service, or Product Summary

If you're an author, we need a concise summary of your book—what it's about, who it's for, and what makes it unique or timely.

Existing Pitch Language

Any pitch templates, email drafts, or messaging you've used in the past. We'll refine and improve these to maximize response rates.

These materials form the foundation of our outreach strategy. If you don't have all of these ready, don't worry—we can help you develop them as part of your first month's retainer hours. A strong speaker bio and clear pitch language are non-negotiable for successful PR placement, and we'll ensure yours are polished, persuasive, and professional.

The better your foundational materials, the faster we can move into active outreach. Clients who come prepared with a press kit, refined bio, and clear messaging often see placements 2-3 weeks sooner than those who need to build these assets from scratch.



Choosing the Right Tier for Your Goals

Just Starting Out? (Tier 1)

If you've never done PR outreach or want to test our working relationship, start with Tier 1. It's a low-risk pilot that builds the foundation for future success.

1

2

Ready for Results? (Tier 2)

If you have a book launch coming up, a speaking circuit to build, or a specific campaign timeline, Tier 2 is the right choice. It's designed to generate confirmed placements within 30-60 days.

3

Scaling Your Presence? (Tier 3)

If you're an established expert looking to dominate your niche, build a national platform, or manage 10+ placements per quarter, Tier 3 gives you the firepower and strategic support to make it happen.

4

Maximizing Impact? (Tier 4)

For high-profile individuals or organizations seeking comprehensive, ongoing PR management, Tier 4 offers bespoke strategies, dedicated support, and unparalleled access to top-tier media for sustained influence and thought leadership.

Common Client Paths

- **New Authors:** Start with Tier 1 for 1-2 months, then move to Tier 2 for the 3-month launch window.
- **Professional Speakers:** Begin at Tier 2 for 3-6 months to build a circuit, then scale to Tier 3 or Tier 4 for national exposure and ongoing thought leadership.
- **Business Founders:** Start with Tier 2 to establish thought leadership, then use Tier 3 during product launches or funding rounds, ultimately leveraging Tier 4 for sustained brand presence.

Flexibility and Upgrades

You're not locked into a tier forever. Most clients start at one level and adjust based on results and evolving needs. If you start with Tier 1 and see strong initial responses, you can upgrade to Tier 2 the following month. If you're in Tier 2 and land a major opportunity that requires intensive coordination, we can scale up to Tier 3 or even Tier 4 temporarily.

Our retainer model is designed to grow with you, adapting to campaign intensity, seasonal opportunities, and strategic priorities across our four service tiers.



Next Steps: Let's Build Your PR Strategy

1

Schedule a Consultation

We'll discuss your goals, timeline, and current PR assets to recommend the right starting tier.

2

Gather Your Materials

Pull together your speaker bio, press kit, book summary, and any existing pitch language.

3

Launch Your Campaign

We'll hit the ground running with strategic outreach, follow-up, and placement coordination.

Professional PR outreach isn't about sending more emails—it's about sending the *right* emails to the *right* people with the *right* follow-up. Our tiered retainer model gives you the exact level of support you need, whether you're testing the waters with 8 hours a month or running an aggressive 20-hour campaign.

The difference between authors who get media placements and those who don't isn't talent or credentials—it's consistent, strategic outreach. A monthly retainer ensures we're there for the critical second and third follow-ups, the last-minute opportunities, and the ongoing relationship-building that transforms cold pitches into confirmed placements.

Every tier is designed to deliver value from day one. With transparent pricing, clear deliverables, and volume discounts that reward commitment, you'll know exactly what you're investing in and what results to expect. Whether you're launching a book, building a speaking platform, or establishing thought leadership in your industry, we have a tier that matches your ambition and budget.

Ready to stop guessing and start getting results? Let's talk about which tier is right for you and build a PR strategy that gets you in front of the audiences that matter most.

