

# Your Personal PR-Plan

The PR-plan contains

- operational goals

Your personal PR-plan is formed with a concrete goal in mind, something you want to achieve. To begin a new activity, increase your company's revenues, get a new job, be elected as an organisational representative, achieve change in a particular political issue.

- communications goals

Your communications goals support your operational goals. They could be everything from conducting a successful meeting to being written about in the media.

- target groups

Your target groups are people who can influence your success in some way, for example customers, financiers, colleagues, managers, mentors, analysts, journalists. Draw up a network map – it will probably turn out to be larger than you first thought – of all of your contacts. Think about which areas of expertise exist in your network and who might be interested helping you, not least with ideas on how you can achieve your goal.

- activities

What you do depends on what you want to achieve. Examples of activities are making calls, writing reports, preparing and holding a presentation, writing an article.

- timescale

Make the most detailed timescale for your activities possible.

# My Personal PR-Plan

## Operational Goals

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## Communications Goals

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## Target Groups

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## Activities

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## Timescale

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