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How To Generate

\$50 Million Per

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Year with

Michael Sanders

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~~*Public*~~

~~*Relations,*~~

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~~*Relations*~~

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~~Week 3~~

~~Research and
Planning~~

~~Strategie~~

~~Planning For~~

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~~Relations~~

The “strategic
planning” part

of public

relations is

what sets it

apart as a

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*critical
component of
building a
business and
managing a
company
reputation.
Strategic
planning starts
with setting
a...*

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~~Planning for~~

~~Public~~

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~~News~~

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Planning for

Public

Relations is in

its fifth

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offering an

innovative and

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*clear approach
for students
looking to
learn how to
develop public
relations
campaigns. It
is a text
intended for
those serious
about entering
the rapidly
changing*

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*professions of
public
relations and
strategic
communication.*

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Relations...~~

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and popular*

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Implementing
the pragmatic,
in-depth
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D. Smith

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practice.

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Public

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*relations is a
tried and true
way to grow
brand awareness
and expand your
business's
reach.*

*Encompassing a
company's
communication
with partners,
journalists, ph
ilanthropists,*

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*and anyone
really. Digital
PR might seem
like an add-
on-something
businesses
should tackle
when they have
extra money or
time-but in
actuality, it
should be a non-
negotiable.*

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Public
Relations:
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Process, and
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Phase 1:

Formative

Research Step

1: Analyzing
the Situation.

Your analysis
of the

situation is

the crucial

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*beginning to
the process. It
is... Step 2:
Analyzing the
Organization.
This step
involves a
careful and
candid look at
three aspects
of the organiza
tion:... Step
3: Analyzing*

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...

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planning for
public
relations by
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planning is at
the heart of
all public*

Get Free Strategic Planning For Public Relations *relations.*

*Launching a PR
campaign
without a
strategic plan
is like
embarking on a
trip without a
map or GPS. In
today's
business
environment,
with limited*

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*resources and
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accountability,
it's not enough
to head off in
a general,
vague
direction.*

~~*Strategic*~~

~~*Public*~~

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~~*Planning*~~

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...

*Public
Relations
Strategies
during the
American
Revolution
Persuasive
communication
has been at the
heart of much
of Western*

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*social and
political
development. It
is a
fundamental
element of
democracy that
played a major
role in the
American
campaign for
independence
from Britain,*

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best early
example of a
comprehensive
use of public
relations
techniques.*

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*Analyzing the
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Situation 27

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Analyzing the

Organization 47

Internal ...

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Public

relations

planning is not

about publicity

stunts or

events; it's

about knowing

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*how, when and
where to get
the most out of
those
activities so
that you, as a
small business
owner, reach
the...*

~~*How Is Research
Important to
Strategic*~~

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...

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Planning for
Public
Relations is a
crucial text
for students
entering the
industry and
seeking a
future in
managing the*

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*relationship
between
organizations
and the public.
Through
valuable case
studies, Smith
guides the
reader through
the steps of
the planning
process and
provides*

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and tools to
become a master
practitioner.*

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Public
Relations Plan?*

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*A strategic
public
relations plan
is “a roadmap
to take you
from where you
are to where
you want to
be,” says Mary
Meagher,
President of
The Meagher
Group, a*

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D.C.-based
public affairs
firm that
offers clients
a unique blend
of political,
business, and
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experience.*

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Relations is in

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relations
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“Public
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*relations is a
strategic
communication
process that
builds mutually
beneficial
relationships
between
organizations
and their
publics.” PRSA
At its core,
public*

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*relations is
about
influencing,
engaging and
building a
relationship
with key
stakeholders
across numerous
platforms in
order to shape
and frame the
public*

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*perception of
an
organization.*

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Relations +
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relations and
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establishes the
case for public
relations as a
critical
component of an
organization's
strategic
management
processes and
of the
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*person who has
a clear idea of
the mission and
goals of an
organization
and who
understands how
public
relations fits
into that
mission can
construct a
strategic*

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public

*relations plan
by sequentially
answering the
ten following
questions.*

~~*PR Goals,*~~

~~*Objectives,*~~

~~*Strategies*~~

~~*& Tactics*~~

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Creating your

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Strategic

Planning for

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~~*strategie plan*~~

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Michael Sanders
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~~Public~~
~~Relations,~~
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~~Planning \u0026~~
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*relations is a
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*Encompassing a
company's
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with partners,
journalists, ph*

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*philanthropists,
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really. Digital
PR might seem
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Get Free Strategic Planning For Public Relations *negotiable.*

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Public
Relations:
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Phase 1:
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Research Step
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the Situation.
Your analysis
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planning is at

the heart of

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*all public
relations.*

*Launching a PR
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Situation 27

*Learning from
Research 28*

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*Analyzing the
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Relations Plan?

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*Group, a
Washington,
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public affairs
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“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” PRSA

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public

relations is

about

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Public*

*Relations is in
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public
relations in...*

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Management and
...*~~

*Strategic PR
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relations

*person who has
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