

2024

PR & Book Tour Package Overview

*Women Gone Wild &
Unstoppable Branding Agency*

WOMEN GONE
WILD

UBA
UNSTOPPABLE BRANDING
AGENCY

Package Inclusions

Inclusions	Wild Book Package \$50,000	Wildest Book Package \$100,000
TV Interviews		✓
Personal Times Square Billboard		✓
Speaking Opportunities	✓	✓
Feature in Wild Mag Print & Digital	Feature	Cover Feature
Google Knowledge Panel Populated	✓	✓
Wikitia or Wiki Alpha Page Created	✓	✓
Tier 1 Feature Articles	0	2
Tier 1 Expert Advice Articles	0	2
Tier 2 Feature Articles	6	10
Tier 2 Expert Advice Articles	6	2
Times Square Billboard for Book	✓	✓
Success Magazine & USA Today Bestseller	✓	✓
Book Published by Beverly Hills Publishing	✓	✓
Book Launch & Book Signing at Barnes & Noble	✓	✓
1-1 Brand Strategy Calls	✓	✓
Aligned With Celebrity Authors	✓	✓
Personal Brand Audit & Development Logo Design Copywriting & Story Development Personal 1-Page Website		✓

Package Inclusions (Continued)

Inclusions (Continued)	Wild Book Package \$50,000	Wildest Book Package \$100,000
Book Published in Major Book Stores Nationwide	✓	✓
Personal PR Manager & Writing Team	✓	✓
Personal Editor	✓	✓
Personal Ghostwriter Assistance		✓
Group Publisher/Book Development Calls	12	12
Book Funnel Provided to Optimize Book Sales		✓
Exclusive Group Business Mastermind Calls With Rhonda & Jules		✓
1-1 Strategy Meetings With Rhonda or Jules		As Needed
3 Day WILD Book Writing Retreat		✓
Copies of Book	5	10
Discounts on All Branding Services By Pink Lemon Agency Copywriting, Emails, Funnels, Websites, Etc.		✓

About the Press Tour

Introduction to the Press Tour

The Unstoppable Branding Agency (UBA) Press Package is a comprehensive, year-long visibility and brand acceleration program designed to elevate your personal brand to new heights. This package is tailored for individuals who seek to expand their influence, build credibility, and establish themselves as thought leaders in their industry. By leveraging strategic media placements and PR efforts, UBA ensures that your brand gains the recognition and authority it deserves.

UBA, a globally recognized leader in personal branding and PR, has successfully represented thousands of clients across various industries. With this press package, you will benefit from UBA's expertise and established media relationships, positioning your brand for success on a global scale.

12-Month Strategic Timeline

Our strategic timeline is designed to systematically build momentum, credibility, and visibility for your brand over the course of 12 months. Each step in this process is carefully planned to ensure that your brand is effectively positioned and recognized across key media platforms. Below is a breakdown of the key milestones in this timeline.

Initial Engagement

Submission Process

- **FORM SUBMISSION:**
 - Submit detailed forms capturing essential personal brand information, including professional background, key achievements, and brand goals.

Initial Meeting

- **ONE-ON-ONE CONSULTATION:**
 - Engage in a one-on-one meeting with Mary, UBA's Head PR Manager and Brand Strategist, to discuss your brand goals, target audience, and unique value proposition.

Data Collection

- **DATA ANALYSIS:**
 - UBA will gather and analyze the data from your submitted forms and the initial meeting to tailor the PR strategy to your personal brand.

About the Press Tour

Title & Feature Development

Title Crafting

- **DEVELOPMENT OF ARTICLE TITLES:**
 - Create 6 to 12 article titles that resonate with your brand and communicate your unique message effectively.

Drafting Features

- **FEATURE ARTICLE DEVELOPMENT:**
 - Draft the first versions of feature articles tailored to specific publications, ensuring alignment with your brand messaging and goals.

Publication Strategy

Understanding Publication Tiers

- **TIER 1 PUBLICATIONS:**
 - High-volume, high-traffic platforms that are Google-indexed and recognized as credible news sources.
 - Examples: Forbes, Inc., Entrepreneur, Success Magazine.
 - Characteristics: Wide reach, high visibility, strong credibility.
- **TIER 2 PUBLICATIONS:**
 - Google-indexed and verified, with slightly lower traffic but more flexibility for content customization.
 - Focus on creating layers of indexing essential for establishing a Google Knowledge Panel (GKP).
 - More opportunities for linking and promoting your website and content.
- **ARTICLE PLACEMENT:**
 - Strategic placement of articles in Tier 1 or Tier 2 publications based on your PR plan.
 - Utilization of both publication types to maximize reach and influence.

Publishing Process

Pitching to Publications

- **CRAFTING THE PERFECT PITCH:**
 - Develop the right titles and angles for each publication, ensuring alignment with editorial guidelines and audience interests.

About the Press Tour

Acceptance & Timing

- **NAVIGATING EDITORIAL PROCESSES:**
 - Anticipate potential delays due to editorial reviews while ensuring that all articles are published based on merit through UBA's strong relationships with editors.

Brand Positioning

- **ENHANCING CREDIBILITY**
 - Leverage UBA's reputation and relationships to enhance your brand's credibility, ensuring faster and more successful publication.

PR Process Overview

RHONDA SWAN | 7 FIGURE BRAND STRATEGIST

4-STEP PR PROCESS & TIMELINE

Timeline for Publishing



Ongoing Brand Building

Year-Round PR Support

- **CONTINUOUS BRAND POSITIONING:**
 - Ongoing PR support throughout the year to position you as a leader in your industry, with regular media placements and public appearances.

About the Press Tour

Visibility & Impact

- **BUILDING RECOGNITION AND AUTHORITY:**
 - By the end of the campaign, aim to establish yourself not only as a recognized figure in your industry but also as an influential thought leader.

Value of the PR Tour

- **EMPOWERMENT THROUGH VISIBILITY:**
 - The press tour is designed to amplify your voice and story through strategic media placements, positioning you as a thought leader in your industry.
- **BUILDING AUTHORITY & CREDIBILITY:**
 - Leveraging UBA's strong media relationships and branding expertise, this press tour builds your authority and credibility, setting the stage for long-term brand success.

Encouragement to Fully Engage

- **MAXIMIZING IMPACT:**
 - Fully engage in the process to unlock the full potential of this opportunity, ensuring a powerful and impactful brand launch that resonates for years to come.

Conclusion

The Unstoppable Branding Agency Press Package is a transformative opportunity designed to take your personal brand to new heights. By engaging in this comprehensive, year-long PR and branding strategy, you position yourself as a thought leader in your industry, building a legacy that extends far beyond the initial campaign. With UBA's expertise and strong media relationships, your brand will gain the visibility, credibility, and influence it needs to stand out in a crowded marketplace. Fully embracing this process will not only elevate your brand but also open doors to new opportunities and long-term success. Now is the time to step into your power, tell your story, and make the impact you were born to create.

