

FOR AUSTRALIAN BUSINESS AND NFP LEADERSHIP TEAMS

My PR Partner Business & NFP Program

The only Australian 12-month online public relations program built for busy business and NFP managers, owners and teams

Attract new customers or supporters, become the recognised voice of authority in your industry, and lead confidently through any issue or crisis. Join the My PR Partner business and NFP community.

- ✓ Build a strong business or organisation profile that attracts new customers or supporters
- ✓ Build trust in your brand, team and communications
- ✓ Manage negative issues and protect your reputation
- ✓ Become the voice of authority for your industry or sector
- ✓ Develop effective media, communications and social media skills
- ✓ Master crisis communications to be prepared for any issue

Grow, protect, support and expertise – every single month for a year

This is not a passive video library. Each month, your whole team gets everything they need to build your business profile, win new customers, communicate confidently with media, and stand firm when your reputation is tested.

1

Brand, growth and social media

Learn the keys to PR-driven business growth without huge advertising costs. Build the profile, trust and story that win new customers on repeat.

2

Protect

Protect your valuable reputation and avoid a crisis that can damage your business. Spot issues early and respond with confidence and control.

3

Support

Receive ongoing PR support and training without consultancy costs – a real partner in your corner every month, for 12 months, and a team ready when you need them.

4

Expertise

Access the expertise of PR, business, and NFP experts who understand the realities of Australian businesses and charities and what actually moves the needle for owners and leadership teams.

Your month-by-month path, designed to go deeper over time

Every month delivers a training video, workbook, practical resource, Spotlight emails and an interactive Q&A. Below is the 12-month path your team follows, grouped into four quarterly phases. (Topics are current at this time but are subject to change and some modules may be substituted during the 12 months.)

Phase 1: Foundations (Months 1 to 3)

Build the mindset and find your voice

1
MONTH

A PR mindset: How public relations underpins every growth and reputation win

Resource: Communications tips for the whole team

2
MONTH

Becoming the voice of authority in your industry or market

Resource: 5 step guide to becoming an expert media commentator

3
MONTH

Identifying your vulnerabilities before they escalate into a reputational issue

Resource: The essential reputation checklist for business (special option for NFP)

Phase 2: Brand, growth and social media (Months 4 to 6)

Get on the front foot

4
MONTH

PR that attracts new customers, supporters or donors: the growth PR strategy

Resource: PR and content campaign template pack

5
MONTH

The LinkedIn playbook: Drive business in a time-effective way

Resource: LinkedIn tips and workbook

6
MONTH

Using social media for business or organisation growth, with a social media specialist

Resource: Business and NFP social media tips and response library

Phase 3: Reputation, issues and crisis (Months 7 to 9)

Grow trust, manage issues

7
MONTH

Trust, reputation and turning negative issues into opportunities

Resource: Issues-management framework for business and NFP

8
MONTH

Avoiding and preparing for a crisis: Planning for any size business or organisation

Resource: Crisis communication plan guide and templates

9
MONTH

Three questions you must ask to effectively communicate through a crisis

Resource: Guide from the Crisis Ready Institute

Phase 4: Mastery and application (Months 10 to 12)

Sharpen and apply

10
MONTH

Building a national or local media profile with a small team

Resource: Media list and pitch templates

11
MONTH

Featured business owner: What worked, what didn't, and the lessons learned

Resource: Best-practice PR playbook from a successful Australian business

11
MONTH

Option · Featured charity CEO: What worked, what didn't, and the lessons learned

Resource: Best-practice PR playbook from a successful Australian charity

12
MONTH

Media training for your spokespeople: the art of a great interview

Month 12 is on call all year, so your spokespeople are media-ready whenever you need them.

Learn from Australia's leading business and NFP PR specialists

Lead presenter is Lyall Mercer, supported by a host of specialist experts and successful Australian business owners and charity CEOs who each bring real-world experience to the program.



Lyall Mercer

Lead presenter | Co-founder, My PR Partner | Lead Strategist, CRC Public Relations

Former journalist with a 25+ year PR career spanning six continents. Lyall has assisted Australian businesses, from hospitality and professional services to national brands, as well as national charities and not for profits, spoken at numerous conferences, and trained executive teams and staff in the art of effective communication, and reputation and crisis strategy.



Melissa Agnes

Featured presenter · Founder, Crisis Ready Institute (USA)

Globally recognised authority on crisis communication and crisis leadership. Creator of the Crisis Ready® Model, presenting exclusively through My PR Partner in Australasia, with a dedicated session on protecting business reputation when your brand is under pressure.

Plus training by leading Australian and international PR, digital, growth, reputation, social media, and crisis specialists, and discussions with successful Australian business owners and charity CEOs across the year.

Why business and organisation leaders choose this program

- ✓ A shared PR mindset across owners, exec, marketing and client-facing teams
- ✓ A ready-to-use library of resources, templates and checklists for business and NFPs
- ✓ Expert support from real Australian corporate PR consultants, not academics
- ✓ Practical frameworks to grow profile, trust and new customer and supporter attraction
- ✓ Guest presenters across media, social, reputation and crisis communications
- ✓ Monthly interactive Q&A on your specific business or NFP circumstances

Be one of the first 50 businesses and organisations on the waitlist

Enrolments open soon. Founding-member businesses and NFPs save 10% on year one and get first access before public release. Lock in your place today.

FIRST 50 SAVE 10%

- ✓ 10% founding-member discount on year one
- ✓ Full program outline
- ✓ First access to enrolment before public release

Join the waitlist

Be first in line when enrolments open, and lock in the founding-member discount.

Join the waitlist

myprpartner.com/programs/business



myprpartner.com · info@myprpartner.com

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