

100 Day Campaign Offer

PR Results In 100 Days - Or Your Money Back

This Is What We Ask You To Do

- **Fill in the 100 Day Campaign questionnaire**, so we know a little about you, your company - and what you want to achieve in 100 days
- **Talk to us for about 15 minutes** on the phone when we call to see if we both believe we can work together to deliver real results in 100 days.

This Is What We Will Do

- **Research** your company, your marketplace and your media
- **Develop some proposals** to discuss with you – face-to-face, or by email and phone
- **Agree an Action Plan**
- **Get on with it!**
- **Review after 80 days** (and in between as necessary) the Plan and achievements to date, then agree what to focus on for the last 20 days
- **After 110 days** (or sooner) we will send you a report of what has been achieved, including what is going to be delivered in the coming months.

This Is What You Will Pay

- **Nothing** - or (rather more likely) between £4,000 and £7,000 plus campaign expenses amounting to no more than £500 (charged at cost) unless authorised by you

This Is How You Claim Your Money Back

- **With the end of campaign report** you will receive a questionnaire for scoring across a range of factors
- **If your scores are fair**, and fall below an average 50% satisfaction rate, then we will immediately repay your fee and expenses in full.
- **In the unlikely event** that we think your scores are unfair, then we will meet with you to discuss the campaign and results in order to reach an equitable settlement, but, to be frank, our attitude is that we'd rather agree than argue.

Why Are We Doing This?

- We believe in PR.
- We believe PR can make a difference with the right people, the right plan, and the right level of commitment and expertise.
- We also believe that we should put our money where our mouth is!

Further Reading

PR Case Study No.3:

www.directorscentre.com/directors-centre-case-study-no3.pdf

An interview with Gina Cherrett, the Directors' Centre's leading PR consultant:

www.directorscentre.com/gina-cherrett-interview.pdf

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