

PR
BY
YOU

No.07

THE PR PURPOSE STATEMENTTM

@RARAPR

#PRBYYOU

THE PR PURPOSE STATEMENT™

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EXPLAINER

When you know the purpose that's driving your PR you have more PR power. A clear purpose statement gives you communications clarity and therefore leverage.

I call this process:

THE PR PURPOSE DISCOVERY™

The PR Purpose Discovery is a guide to help you or your business communicate more effectively and in turn leverage more brand impact. Be it through your 'owned' platforms or your 'earned' platforms; consistent messaging built on strong foundations helps to amplify your PR and build your brand.

The result of the PR Purpose Discovery is the

PR PURPOSE STATEMENT™

by Jade Roberts, Founder of raraPR

JADE ROBERTS

"IT'S YOUR STORY. AND IT'S YOURS TO TAKE HOLD OF, OWN AND SHARE SO THAT WHEN DECISIONS ABOUT YOU AND YOUR BUSINESS ARE MADE IN A ROOM YOU'RE NOT IN, YOU'VE HAD INFLUENCE AND IMPACT ON THE OUTCOME."

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EXPRESSION OF VALUE

JUST SEVEN STEPS TO FINDING YOUR PR PURPOSE
STATEMENT.

AN EASY TO FOLLOW FORMAT.

PR MENTORSHIP BACKED BY INDUSTRY EXPERIENCE.

WORKSHEET FACILITATORS TO HELP YOU DEVELOP
YOUR PR PURPOSE STATEMENT.™

QUESTIONS AND PROMPTS TO ASSIST WITH
ESTABLISHING YOUR VERY OWN PR PURPOSE
STATEMENT.

UP-LEVEL YOUR PR POWER.

SUPPORT WITH DEVELOPING YOUR BUSINESS WITH
LANGUAGE THAT WILL HELP YOU TO BETTER
REINFORCE YOUR BRAND AND WHAT IT STANDS FOR.

COMMAND ATTENTION, HAVE MORE INFLUENCE,
FOSTER BETTER BRAND MEMORIES; ARE ALL
ADVANCED BY CLEAR MESSAGING.

THE PR PURPOSE DISCOVERY

AT A GLANCE

STEP 1

WHO ARE YOU

STEP 2

WHAT DO YOU DO

STEP 3

HOW DO YOU DO IT

STEP 4

WHO FOR

STEP 5

WHY DOES IT
MATTER

STEP 6

WHY IS IT RELEVANT
NOW

STEP 07

YOUR PR PURPOSE
STATEMENT

Why knowing this is important to managing your PR.

The PR Purpose Discovery™

A framework to find your differentiation (and PRability)

When it comes to building a brand you've probably heard about the importance of knowing your WHY. Your WHY is your purpose beyond making money. It's what compels people to join your brand. Your vision is your ideal outcome of all efforts and your mission is the process to getting there. The WHY is the cause beyond yourself, and in brand terms it can be referred to as the 'why to buy.'

In a consumer market where shoppers of any product, service, place or thing are spoiled for choice; we need to give them a reason to buy.

This always comes from the differentiation. The things that make what you're doing, or selling rather; different to the next person or service provider. Once you find your point-of-difference you are no longer competing with the masses.

Differentiation can come from all sorts of places within your business – the product itself, the location, the buying experience, the people behind the brand, but most often it can be found in your HOW – the process of how you do things. And your WHY – what motivates you to push past challenges and the purpose and cause beyond yourself.

PR practitioners have been scouting for the point-of-difference in businesses as the art of PR done well since the land of time. The uniqueness in a business is where we find the unicorn dust; the stories that people care about. And the stories that can only belong to one single business alone.

TIP// Stand in your power, up-level your semantics and get clear on why your business exists, who for and why it's important.

Over the many years (decades now) I've created a formula that helps businesses unlock their purpose statement. It's not just a brand statement; there are elements to this that make it uniquely a PR Purpose Statement.

Once you know your purpose and your differentiation and can articulate it clearly you can start to improve your PR organically.

You can use the PR Purpose Statement to inform your copywriting, content, media, brand alignment outreach and new business opportunities; everything.

It's not a statement you necessarily use as is, but once you know it; it becomes the linchpin of why your business matters which helps to shape reputation, PR and build community.

In order to PR anything well, you need to have thoughtfully considered what makes what you're doing unique and different.

HOW TO USE THIS TEMPLATE:

Create a copy of the document in Canva so that you have the original. Then delete the pages you don't need for your project. Follow along the step-by-step journey and fill it out as you go. It's a blank canvas that you can make your own guided by me.

When you know the answers to these questions and can clearly articulate them; you start to build a repeatable story. Once you have a repeatable story; your community can start to share it on your behalf.

This is how to build reputation, brand awareness, connection with your ideal target audience and ultimately improve your PR; leading you to building an enduring brand.

The PR Purpose Statement helps you to develop your unique story and to inform all communications touch points. The PR Purpose Discovery helps you to get clear on your messaging and find a community who develop a sense of belonging to you and your brand.

THE PR PURPOSE DISCOVERY™



TIP: The thing that you sell, is the least important when it comes to building a brand. People buy into the WHY not the WHAT. There is a deluge of same, same when it comes to making choices on what we buy. But given the choice, we choose the brand with a purpose beyond itself. And we choose one brand over another because it stands out above the rest. The 'different' comes from your HOW you do it (this is your process). The 'different' comes from WHO you serve (this is your target audience). And the different comes from your WHY to buy. This is your purpose and your relevance to now, this very moment. WHY is what you sell important to the world now, in this very era? Your WHY now comes from what compelled you to create the business, service, product, place, or experience you did and the problem it solves for your community.

The PR Purpose Discovery questions in detail...

01

WHO

Who are you?

02

WHAT

What do you do?

(What are your services, or products; what are you selling?)

03

HOW

How do you do it?

But most importantly, how do you do it differently?

(This is about finding words for 'the different' in your process).

04

WHO

Who do you do it for?

This is also a differentiator. The specific audience you serve can set you apart from your competitors.

05

WHY

Why does it matter?

This question is about unveiling the transformation you bring about for others and the cause beyond yourself.

06

WHY NOW

Why is it important now?

This question is about the relevance and by answering 'why now' you get clear on the words that address a problem that you bring a solution to. This is another important differentiator in your communication.

PR Purpose Discovery

The Different

who are you
what do you do
how do you do it (differently)
who do you do it for (target audience)
why does it matter (your purpose)
why is it important now (relevance to today)

The answers to these questions come together to create what we call a PR Purpose Statement. It's a process to help you find '*your different*'. Because great PR is centred in differentiation.



PR
Purpose
Discovery

OUTCOME EXAMPLE AND SUMMARY

Who am I?

I am (NAME).

What do I do?

I am a fashion influencer.

How do I do it?

I write about apparel made from plastic bottles and recycled materials.

Who do I do it for?

For women who care about body inclusivity and sustainability.

Why does it matter?

So that everyone feels that they belong in the fashion imagery they see and to help save our home planet.

Why is it relevant now?

In an era where inclusion and climate change are significant issues.

The PR Purpose Statement then reads like this:

My name is (insert name) and I'm a fashion influencer, who's passionate about apparel made from recycled materials. I spotlight women who care about body inclusivity so that everyone feels that they belong in the fashion imagery they see and to help save our home planet. This is especially important in an era where inclusion and climate change are significant and relevant issues, particularly to me and all that I create by way of content.

It's quite lengthy, and you wouldn't necessarily roll this out just anywhere. But once you're clear on your purpose, the differentiators and nail those PR foundations; you can start to dovetail it into your content, your pitch, your communications kit with the outcome of building your brand.



raraPR
Example

WHO

Your name
raraPR

WHAT

Your services
Public Relations
Publicity
Brand Strategy
Brand Identity
Personal Brand PR
CEO PR
Social Media
Content Strategy
Digital Strategy
Copywriting
Website Design
Influencer Marketing

HOW

Your process
We share what we know and make PR accessible and sustainable with consulting and coaching. We diffuse overwhelm and we do it all centred in kindness, connection and conscious consumerism.

WHO

Your people
For creative business owners around the world.

WHY

Your purpose
To uplift brilliance and bring about PR peace of mind.

WHY

Your relevance
In an era of entrepreneurship and where everyone deserves for their story to be heard.



The PR
Purpose
Statement
for raraPR

PR Purpose Statement

raraPR is a PR agency that specialises in building brands that are doing good for the world. It's through coaching and consulting centred in kindness, conscious consumerism, and accessible PR that raraPR serves creative entrepreneurs at any stage of their business journey; around the world.

Accessible PR is especially important in an era of entrepreneurship and where all stories deserve to be heard. Conscious PR is important when it comes to caring for people and the planet. *Kind PR. Sustainable PR. This is raraPR.*

#TheKindPRMovement

PR
Purpose
Discovery

PR
Purpose
Discovery



Interior
Styling
Studio
Example

WHO

Your name

Interior styling
studio/stylist,
[Name of Client]

WHAT

Your services

Object, art and
furniture styling for
luxury, residential
projects in [specific
location, city,
country] .

HOW

Your process

We discover,
connect, curate,
create and seek to
foster significance
and self-belief in
everything we do.

WHO

Your people

Women 45 - 65

WHY

Your purpose

To bring about
inspiration, optimism
and escapism.

WHY

Your relevance

In an era where our
homes are a retreat
from a world that is
sometimes un-calm.



PR Purpose Statement

[Name of Client] is an interior styling studio that specialises in object, art and furniture styling in the luxury, residential market in [Geo Location]. We enjoy the sense of discovery to gather elements that mindfully consider pattern, shape, textures and function to create spaces that are warm, yet functional and confident. Fostering meaningful, memories and moments of connection for people guide the many decisions we make to curate a space cohesively where each item and collectively, feels significant. This is especially important in an era where our homes are a retreat in a world that can at times be uncalm.

It's quite lengthy, and you wouldn't necessarily roll this out just anywhere. But once you're clear on your purpose, the differentiators and nail those PR foundations; you can start to dovetail it into your content, your pitch, your communications kit with the outcome of building your brand.

When you know these things and can clearly articulate them; you start to build a repeatable story. Once you have a repeatable story; your community can start to share it on your behalf. This is how to build reputation, brand awareness, connection with your ideal target audience and ultimately improve your PR; leading you to building an enduring brand.

JADE ROBERTS

"TO PR A BUSINESS WELL IT
ALWAYS STARTS WITH
WORDS. AND THE
MEANING BEHIND THEM.
THIS IS WHAT DRIVES
GOOD PR FOR A BRAND."

COVER PAGE

**THE PR PURPOSE
DISCOVERY
[PROJECT NAME]**

CLIENT NAME GOES HERE

THE CLIENT NAME

[A sub heading if relevant can go here]

SUBMITTED BY

First Name Last Name
Organisation
Date

OVERVIEW

Page Name	0

THE PR PURPOSE DISCOVERY STATEMENT

OUTCOME

WHO AM I/ARE WE

WHAT DO I/WE DO:

HOW DO I/WE DO IT:

WHO FOR:

WHY DOES IT MATTER:

WHY IS IT IMPORTANT NOW:

PR PURPOSE STATEMENT

STRING IT ALL TOGETHER TO CREATE A STATEMENT

CONNECT THE OUTCOMES TO CREATE A PARAGRAPH.

PR PURPOSE STATEMENT BELOW:



PR PURPOSE DISCOVERY CHECKLIST



UNDERSTAND THE
CONCEPT



REVIEW THE REAL LIFE
EXAMPLES



ANSWER PR PURPOSE
DISCOVERY QUESTIONS



WRITE YOUR PR PURPOSE
STATEMENT



REVIEW, REFINE ,REPEAT.



LET YOUR STATEMENT SIT
BEHIND ALL THAT YOU BRING
FORWARD WITH YOUR BRAND.

PR PURPOSE-LED CONTENT STRATEGY

[BONUS]

PR PURPOSE-LED CONTENT STRATEGY

WHO ARE YOU

- YOUR NAME
- YOUR BUSINESS NAME
- YOUR PEOPLE
- THE TRUSTED EXPERT

WHAT DO YOU DO

- YOUR SERVICES
- WHAT YOU SELL
- LEAD BUSINESS INITIATIVES
- FAQs

HOW DO YOU DO IT

- YOUR PROCESS
- BEHIND THE SCENES
- YOUR UNIQUE PROCESS
- NEW BLOG
- WHERE YOU WORK

WHO DO YOU DO IT FOR

- YOUR UNIQUE TARGET AUDIENCE
- DEMOGRAPHICS
- PSYCHOGRAPHICS

WHY DOES IT MATTER

- YOUR CAUSE BEYOND YOURSELF AND THE THINGS YOU SELL
- KINDNESS & GIVING BACK

WHY NOW

- WHY IS IT IMPORTANT NOW
- WHAT PROBLEM DO YOU SOLVE IN THE ERA OF TODAY

WHO ARE YOU

- YOUR NAME
- YOUR BUSINESS NAME
- YOUR PEOPLE
- THE TRUSTED EXPERT

WHAT DO YOU DO

- YOUR SERVICES
- WHAT YOU SELL
- LEAD BUSINESS INITIATIVES
- FAQs

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- YOUR CAUSE BEYOND YOURSELF AND THE THINGS YOU SELL
- KINDNESS & GIVING BACK

WHY NOW

- WHY IS IT IMPORTANT NOW
- WHAT PROBLEM DO YOU SOLVE IN THE ERA OF TODAY

GET THE PR GOODS

For more PR goods be sure to visit our free resources page, sign-up to our newsletter and check out our shop for accessible PR options for you, your clients or your business at any stage of your PR journey.

[LEARN MORE](#)

raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

WWW.RARAPR.COM