

The following worksheets, checklists and example documents are intended for the readers of PR Without BS: The Practical Handbook of Ethical Public Relations. Please be aware that using these forms without first reading the book for corresponding explanations and instructions may not produce the desired results.

Customer Champions Checklist

Customer Champions Checklist

- Review your media target lists. Review editors' most recent articles. Determine which companies and industries they like to interview. Make notes of interviewees' job titles.
- Compare your findings against the company's customer list. Select customers that fit interviewees' profiles.
- Meet with your customer service department. Review your proposed customer list. Identify customers who fit interviewees' profiles. Obtain their contact and customer profile information.
- Call each customer and his PR manager. Discuss the PR opportunities at hand. Ask if you may include them in your champions program. Discuss how they would like to be pre-briefed before each interview. Add the customer and their contact information onto your champions contact spreadsheet.
- If a customer has not conducted an interview within the past four to six weeks, call or e-mail to say hello.

Example 12.1: Customer Champions Checklist

The following worksheets, checklists and example documents are intended for the readers of PR Without BS: The Practical Handbook of Ethical Public Relations. Please be aware that using these forms without first reading the book for corresponding explanations and instructions may not produce the desired results.

Customer Champions Contact Sheet

Company	Company A	Company B	Company C
Customer Name & Address			
Office Phone			
Cell Phone			
E-mail			
PR Contact			
Office Phone			
Cell Phone			
E-mail			
Products, services, applications, facts, other info.			

Example 12.2: Customer Champions Contact Sheet

While every precaution has been taken in preparation of the corresponding book and these forms, the publisher makes no warranty of any kind and assumes no responsibility for errors or omissions or for damages resulting from the use of the information contained herein. Unless otherwise noted, all examples describe imaginary events. Characters, products and companies are fictitious, and any resemblance to actual persons, business establishments or events is pure coincidental.