

BOSS YOUR PR

with Fiona Minnett



www.bosyourpr.com



**HELLO! I'M FIONA, AN
AWARD-WINNING PR
EXPERT & COACH.**

**I HELP FEMALE ENTREPRENEURS GROW THEIR
BUSINESSES THROUGH SAVVY AND POWERFUL PR.**



MY ETHOS

I use my experience of working with the likes of VOGUE, ELLE, The Times, The Guardian, Ideal Home and many more, to support you in getting these kinds of results.

I've worked across consumer and B2B sectors and I understand how difficult it can be to maintain a place in a small budget for PR services, yet I've also witnessed and created huge change and growth in businesses through PR action.

I believe more passionately than ever that PR should be within the grasp of all businesses, regardless of size or budget. This is why I want to share my knowledge and expertise to help you accelerate your business.

VISION

PR should be a tool that you feel comfortable using. It will help you grow your business, increase sales and build a reputation.

MISSION

I am working to democratise 'PR by making it accessible to small businesses via 1-1 coaching but also on scale via speaking and my membership.

I have worked in PR for well over a decade, including 6 years running my own agency during which I placed extensive coverage across national and global media as well as working with influencers and celebrities from Pixie Lott to Lady Gaga. After stepping back from my previous PR agency business to start a family in 2016, I wanted to take a fresh approach to PR which is how the DIY PR concept behind Boss Your PR was born.

Since starting Boss Your PR, I have been listed as one of the global '20 on the Rise' top Coaches for 2019, an Enterprise Nation Top 5 PR Adviser in 2019 and 2020 as well as a winner at the 2021 Best Business Women Awards.

I have spoken for the likes of MODA, Enterprise Nation, Top Drawer and Harrogate Home & Gift as well as writing for the outlets including Pure London and Jewellery Focus and I am on a mission to get YOU visible.

MY EXPERIENCE





TIME - LINE

2010

Launched my PR agency

2014

Moved into serviced offices with my growing team

2016

Took the decision to step back following a difficult pregnancy

2017

Slowly started back into the world of PR by exploring teaching DIY PR and going live with my first digital Boss Your PR offer

2018

Taught my first PR workshop and created the core of what would become the basis for much of my further teaching

2021

Diverse offering and working with incredible business women



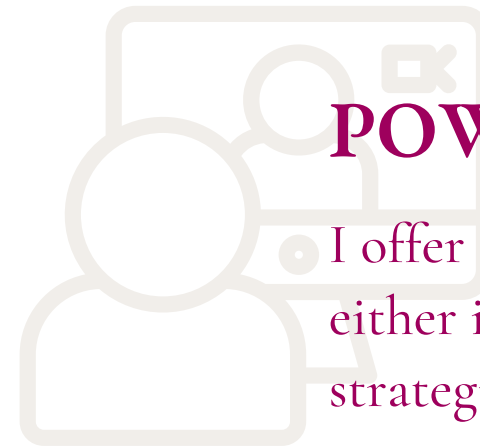
MEMBERSHIP

The PR Spotlight is a membership offering support, comprehensive training, interactive sessions and practical resources.



COURSES

I currently offer a number of one off webinar sessions to download as well as providing courses in partnership with others. Get in touch for more info.



POWER HOUR

I offer 1-1 coaching sessions via zoom either in follow up to previous strategic PR coaching or as a kick starter to get you going with DIY PR.



STRATEGIC PR COACHING

Available as a 3, 6 or 12 month timeline this is my most comprehensive offer covering all PR bases and supporting you with a bespoke strategy, hand holding and plenty of 1-1 time to focus on your business.

MY WHY:

Quite simply, my 'why' is YOU.

Start ups, small business owners, entrepreneurs that want to get their business seen, that want to elevate their income and that want to create their definition of success.

PR can help you, so I want to show you how.

I want to show you what is possible and what magic you can create for your business with a basic skill set and some easy to action hacks and tips.



TESTIMONIALS



Catherine Erdly, Resilient Retail Club

"She's helped me develop my PR Mindset which has contributed to so many positive outcomes for my business. These include: becoming a guest contributor for Forbes and others, paid engagements, national exposure, growing my followers, being approached by national publications to comment on retail matters and having a hugely successful launch of my new membership."

Elizabeth Stiles, Fashion Brand Consultant

"Working with Fiona was a really wonderful experience which gave me the contacts, confidence, knowledge and experience to drive my PR game in the right direction"

Cai Graham, Teen Parenting Expert

"Let's face it... Fiona rocks and has made me feel ultra special and supported. She is fun, full of practical advice and terribly reassuring."

Jen Brown, Meet you at the Barre

"Fiona has been an unrelenting cheerleader who checks in on me monthly, sends me things she thinks I should apply or respond to, and keeps me focused. It was some of the best money I could have spent and has let me feel confident in a field I was completely clueless about."



**I HOPE YOU'RE KEEN TO
BOSS YOUR PR WITH MY
HELP. LET'S TALK...**



bossyourpr@gmail.com



[@bossyourpr](https://www.instagram.com/bossyourpr)
[@theprspotlight](https://www.instagram.com/theprspotlight)

BOSS
YOUR **PR.**