

Beyond Words: *How to
Communicate Like A Champion
In The Digital World*



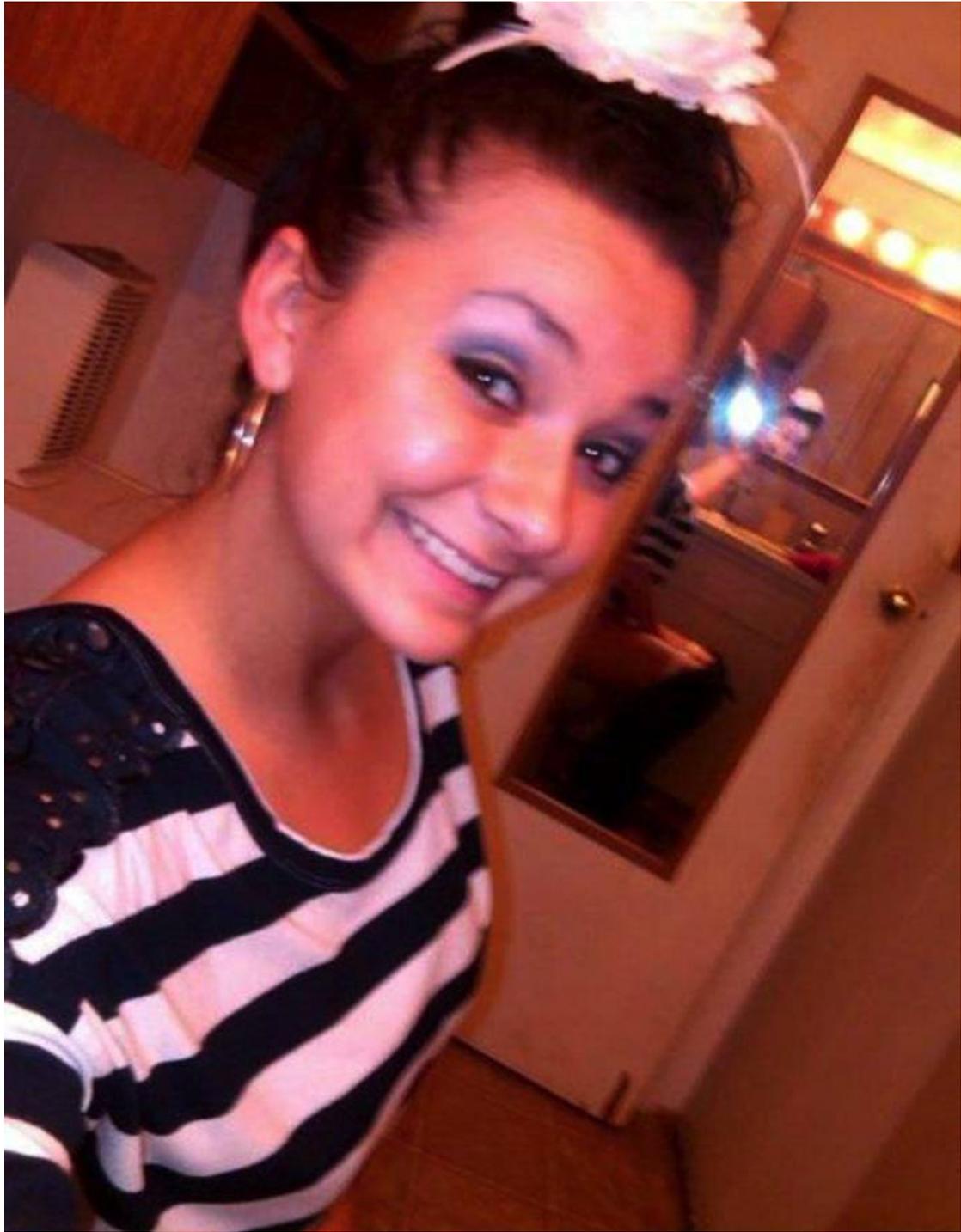
Cheryl Snapp Conner, Founder
Snapp Conner PR

Communications is Power



According To Cheryl Conner:

Businesses Should
Start Communications
Much Sooner



Occam's Razor Of Communications:

Every Business Can Learn
To Communicate Better



PRScorecard.com

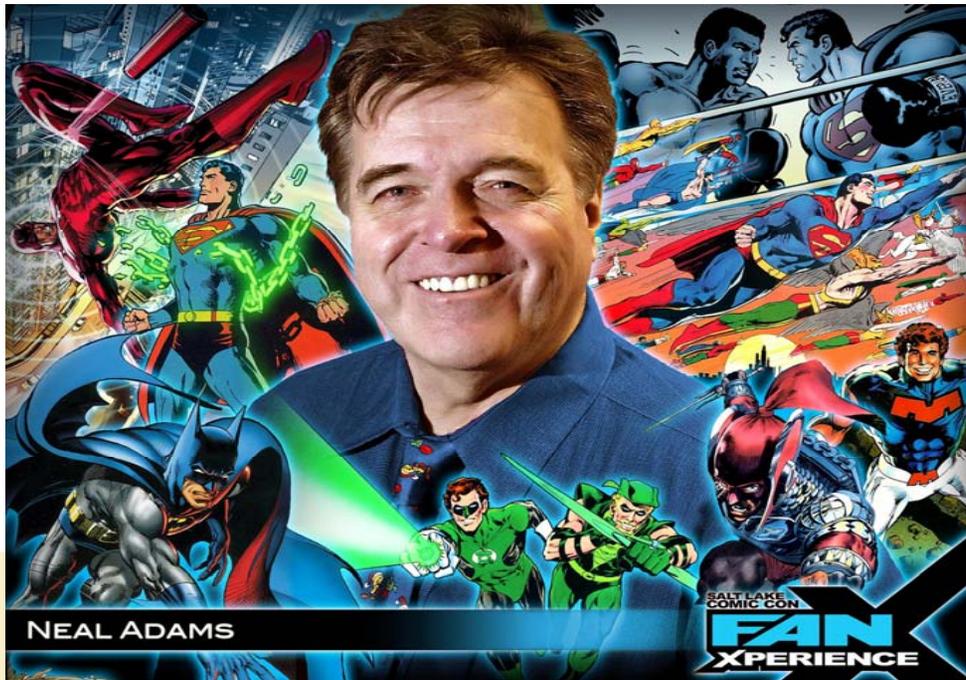
There are **6** Pillars
of Communications
and **3** Steps

It's Just That Easy....Counting Down...

THREE

What You Communicate Outward:

1. Do You Issue Press Releases?
2. Do You Blog?
3. Do You Engage in Social Media?



TWO

What The Internet Reports Back:

1. Brand Mentions
2. Reputation



ONE

What You Plan: Strategic Communications Mission and Plan



In Summary: 6 Pillars, 3 Steps

3. What you Communicate Outward

- Press Releases
- Blogs
- Social Media

2. What the Internet Reports Back

- Brand Mentions
- Reputation

1. The Communications Plan

3, 2, 1 and done. Or are you?

A Lifelong Endeavor

“No one ever graduates
from eloquence school”

--Two Time Emmy-Winning Producer Bill
McGowen, Author of *Pitch Perfect: How To
Say it Right the first Time, Every Time*



SnappConner PR