

# RARAPR

## PRODUCT INSTRUCTIONS PRBYYOU COMPANION

Sustainable PR  
Accessible PR  
Kind PR

The Kind PR Movement

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#PRBYYOU  
rarapr.com



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# WELCOME

## HELLO

Welcome to raraPR. RARA is a business centred on creating sustainable PR options so that world-class PR is more accessible to more people at different stages of their journey. I'm so glad you're here and I hope you love your new product.

It's been created to save you a bunch of time and allow you to tap into decades of PR and brand building experience so that you can up-level your PR world, grow your community, build your brand and have more impact.

*Jade Roberts*



CONGRATULATIONS ON PURCHASING YOUR PRODUCT. THIS DOCUMENT IS A QUICK GUIDE ON WHY IT WAS CREATED AND HOW TO USE IT.

**JADE ROBERTS, FOUNDER RARAPR**

PR Mentor/Brand Strategist/Social Media Strategist/Writer/Designer

“The opportunity was not just to build the perfect company for myself but a community for each other. I couldn't see what I wanted so I created it. It wasn't a choice. But not doing it wasn't an option. raraPR is the PR agency I was searching for but couldn't find.”

**FOLLOW JADE ON CLUBHOUSE TO JOIN CONVERSATIONS ABOUT PUBLIC RELATIONS, BRAND STRATEGY, DESIGN-LED PR, SOCIAL MEDIA, CONTENT MARKETING, DIGITAL MARKETING, INFLUENCER MARKETING, THE POWER OF WRITING AND CONSCIOUS CONSUMERISM.**



# GETTING STARTED

Read this before you get started so that you know how to access your product and how to make it work well for you.

01

## CANVA ACCOUNT

You need to have a [Canva](#) account in order to access the customisable template products. You can sign-up to Canva for free or pay for a Pro account (highly recommend!) at [canva.com](#). Then just simply log into your account.

02

## LINKS TO YOUR PRODUCT

On the following page you'll find a direct link to the Canva template you've purchased. Click the link and it will open up a window where you'll have the selection option to 'use this template.' Click that and you're on your way.

03

## CREATE AND CUSTOMISE

The template you've purchased will open up once you select 'use this template.' Make a copy of the original so that you have that always. Perhaps even place it in a Canva folder to keep it safe. Then edit the copy. Play with colours, fonts, images, and make it your own. Be sure to visit [Canva Learning](#) for extra lessons and support.

NB: Some pages are locked. The pages that are locked that you can't edit is raraPR IP or simply an education page, and not an interactive template page.

04

## DOWNLOAD AND SAVE

Depending on what product you've purchased, be sure to make it your own. The products we create are to either uplevel your design assets with a PR and brand building mind or to arm you with the tools you need to elevate your approach to PR. All copywriting within each document belongs to raraPR and raraPR therefore must be credited.

# PRODUCT DOWNLOAD LINK



[DOWNLOAD LINK](#)

ACCESS YOUR  
PRODUCT HERE

CLICK THE BUTTON TO  
ACCESS YOUR  
TEMPLATES. IT WILL  
IMMEDIATELY OPEN UP IN  
CANVA IF YOU HAVE A  
CANVA ACCOUNT AND  
ARE SIGNED IN.

# ABOUT RARAPR & CANVA

## ABOUT RARAPR

raraPR is all about kind PR. People and the planet before profit. We exist to put our PR powers to use by providing world-class, sustainable and accessible PR options for entrepreneurs who want to share their story, be a force for good and make a positive impact on the world. Our tools are designed to diversify the stories we see, hear and watch in the media and online by making PR more accessible. raraPR exists to help you more easily find the people who need what you've got. Welcome to what we call #TheKindPRMovement #PRBYYOU

## WHAT IS CANVA?

Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. The desktop and app includes templates you can use or purchase from third part designers (just like this one by raraPR)! The platform is free to use and offers paid subscriptions including Canva Pro and Canva for Enterprise for additional functionality. Canva is globally loved and is an Australian-based tech-design invention.

## THE CANVA STORY AND WHY IT'S A POWERFUL PR TOOL

Melanie Perkins and Cliff Orbrecht and later together with Cameron Adams co-founded Canva in 2010. Perkins was just 19 when she was first struck by the idea. It was 2006. She and Orbrecht were studying at university in Perth.

Melanie as a teen would earn income on the side by teaching other students design programs. But students found the platforms hard and time consuming to learn. Melanie dreamt of a better way and later created it with Cliff. It wasn't long before tech' entrepreneurs in Silicon Valley paid attention and helped align them with people who could help them partner with the right people to help them grow it to the success it is today.

What Melanie, Cliff and Cameron have created together is an online design platform that makes graphic design and publishing simple to use and accessible. This plays into our deep desire and ethos to democratise PR. There is no brand without awareness. There is no awareness without PR. And there is no PR without great design.

# FAQS

## WILL I NEED CANVA FREE OR CANVA PRO?

You can access the interactive version of your digital product with Canva FREE. You don't need to have Canva Pro. Having Canva Pro however, does unlock many more design, font and asset tools which help you to DIY more of the design function in your business.

## HOW DO I ACCESS THE FILES? WHERE CAN I FIND MY PRBYYOU CANVA PRODUCT?

Go to the PRODUCT DOWNLOAD LINK Page. In a separate browser open up your Canva account so that it's open. Click on the download button. It will ask you if you'd like to open it. Open it. Create a copy so that you have the original. Then use the copied version to interact with it.

## CAN I EDIT MY TEMPLATE IN ANY OTHER PROGRAM?

No, PRBYYOU has been designed in Canva and for Canva only. We chose this platform because of its accessibility and useability. We have no formal affiliation with Canva other than we are huge fans of what the platform makes possible for us all.

## WHY ARE SOME OF THE PAGES LOCKED?

If you notice that a page is locked and you can't adapt it in any way; this is because it is a PR education page with copywriting and IP that belongs to raraPR. Treat those pages as though they are an e-book. In your copied product version just delete these pages. What you want to be able to interact with are the templates.

## IS THERE ANY TRAINING SO THAT I CAN LEARN HOW BEST TO USE THEM?

Check the raraPR Workshops page and look for the intake dates. We use these tools in our workshops and explain how to use them to their full capacity. We will work towards creating a YouTube series in the future.

## WHAT ARE THE LEGALITIES AROUND DUPLICATING THIS PRODUCT?

The product purchased provides one person with one license to use, engage and duplicate it. For multiple people or teams to use the tools an additional single product license would need to be purchased. Put simply, one product purchase, one person. raraPR to pursue legal remedies for breaches of these terms.

## WHAT IF I NEED TECH SUPPORT?

If you're having trouble with your Canva software be sure to contact Canva. If you're having trouble accessing your product be sure to get in touch [hello@rarapr.com](mailto:hello@rarapr.com). Allow 24 hours for a response. We are a small business but will get back to you ASAP.

## REFUND POLICY

Given the nature of digitally distributed products we don't offer refunds after you make your purchase. Please make sure you review the product descriptions and Canva software before you make your purchase.

# MADE FOR EACH OTHER.

## THE PR STRATEGY TEMPLATE

#18 THE PR  
STRATEGY

## MEDIA LIST AND PITCHING STRATEGY TEMPLATES

#21 THE MEDIA LIST &  
PITCHING STRATEGY  
TEMPLATES

## THE PERFECT PITCH METHOD

#20 THE PERFECT  
PITCH METHOD

## THE MEDIA STRATEGY TEMPLATE

#19 THE MEDIA  
STRATEGY

RAPR

PR  
BY  
YOU

JADE ROBERTS

THERE IS NO BRAND WITHOUT  
AWARENESS. THERE IS NO  
AWARENESS WITHOUT PR.

[EMAIL FOR SUPPORT HELLO@RARAPR.COM](mailto:HELLO@RARAPR.COM)

[FOLLOW US ON INSTAGRAM](#)

[WWW.RARAPR.COM](http://WWW.RARAPR.COM)

## GET THE PR GOODS

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

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.

[LEARN MORE](#)

