Welcome to PR Kit!

PR Kit is a series of files designed to help the business owner enhance his or her marketing efforts by offering practical suggestions on how to employ no-cost and low-cost public relations activities to build awareness of your business.

The information and ideas in PR Kit have been distilled from more than two decades of journalism and public relations experience, as well as five years' experience operating a home-based business.

While PR Kit is geared to the small or home-based business, the suggestions are equally applicable to larger firms. Too many businesses of all sizes miss opportunities to promote themselves to potential customers because they tend to rely almost exclusively on advertising to market themselves and their products or services. Advertising is expensive and often doesn't produce the desired results. A carefully thought-out series of public relations activities can help build the sort of awareness over time that makes advertising more effective.

Included in **prkit.exe** are three files, each in both Windows Write and ASCII formats, for use in any word processing program:

    _readme.wri (_readme.txt) - this file
    _smallpr.wri (_smallpr.txt) - the main file
    _samples.wri (_samples.txt) - a file containing examples that you can modify and use

PR Kit is being distributed as shareware. If you find it useful, please support the shareware concept by purchasing the software. To become a registered owner, send a check for $15 to:

    Gray Run Technologies
    110 Erin Road
    Johnstown, PA 15905

Registered users will receive a disk with the latest version of the software, as well as two bonus files with additional information on public relations and advertising.

We are interested in your comments as well. Your feedback will help us make the software even better and more useful. Please send your feedback, as well as descriptions of your public relations efforts – successful or unsuccessful – by E-mail. You can reach us at:

    America Online - GPlummer

Thank you for trying PR Kit. We hope you like it – and that it helps you and your business succeed.

                                        Gary D. Plummer

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