

Scrappy PR Pro's Toolkit: One-Page Worksheet

Name: _____

Business or Organization: _____

1. What are some clients or projects that are draining your time but not business growth?

PROJECTS THAT DRAIN ME	PROJECTS THAT DRIVE ME

2. Tools in Your Toolshed: Self-Audit

Check the areas where you're strong.

- ☐ Business Infrastructure (website, email, contracts, invoicing)
- ☐ Tech & Productivity (laptop, phone, PM tools, time tracking)
- ☐ Finance & Legal Support (CPA, bookkeeping, lawyer)
- ☐ Content Production Tools (design, video, microphone, lighting)
- ☐ Media Relations Tools (media lists, monitoring, pitching tools)
- ☐ Systems & Workflows (SOPs, templates, onboarding, reporting)
- ☐ Network & Subcontractors (photog, designer, videographer, etc.)
- ☐ Personal Brand & Visibility (LinkedIn, portfolio, case studies)
- ☐ Boundaries & Balance (calendar blocking, scripts, support)

3. Your Support Circle: Who's in Your "People Toolshed"?

List 3 close professional connections, and 3 you need to add.

People I already have:

1. _____
2. _____
3. _____

People I need to add:

1. _____
2. _____
3. _____

4. Systems That Will Save You Time

What is *one* process you can systemize or template in the next 14 days?

(Example: onboarding, reporting, pitches, content batching)

I will systemize: _____

5. Boundaries & Balance Check

What's one thing you need to start saying **NO** to this year?

I will say no to: _____

What's one boundary you will enforce to protect your energy?

My boundary: _____

6. Repurpose & Reuse: Quick Win Plan

Pick one piece of content you already created (press release, blog, event, story). How can you repurpose it into 3 more assets?

Original Content Piece: _____

Repurpose Into:

1. _____
2. _____
3. _____

7. Your Scrappy Action Plan – 30 Days

My **ONE** commitment for the next 30 days: _____