

# The Stellar Connect PR Starter Kit

A Free Guide for Creatives, Brands & Entrepreneurs

*Presented by Stellar Connect Public Relations*

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## Welcome

PR doesn't have to feel confusing, gatekept, or only for people with a big budget.

This free guide was created by [Stellar Connect](#), a boutique public relations agency rooted in culture, creativity, and community. Whether you're a music artist, content creator, small business owner, or founder with a vision — this starter kit will help you understand how PR actually works and how to begin showing up strategically.

Think of this as your first step into visibility ✨

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## What Is PR (Really)?

Public Relations is the art of **shaping perception and building trust**.

PR is not just about going viral or getting posted — it's about:

- Telling your story with intention
- Building credibility
- Creating long-term visibility
- Aligning your brand with the right platforms, people, and moments

PR is strategy + storytelling.

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## Who This Guide Is For

This guide is for you if you are:

- A **music artist** building your brand
- A **content creator or influencer** ready to level up
- A **small business owner** seeking exposure
- A **founder or creative entrepreneur** wearing too many hats

No matter your industry, if you have a story — PR matters.

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## The 5 Core PR Foundations

### 1 Brand Clarity

Before pitching anyone else, you need to understand *you*. Ask yourself:

- What do I want to be known for?
- Who is my audience?
- What makes me different?

💡 *Tip: If you can't explain your brand in one sentence, start there.*

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### 2 Your Story (Not Just Your Product)

Media doesn't cover products — they cover **stories**.

Strong PR stories include:

- A journey (how it started vs. now)
- A purpose or mission
- A cultural or emotional angle

💡 *Tip: Your struggle is often your strongest pitch.*

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### **3) Digital Presence Check**

Before anyone says “yes” to you, they will check:

- Your Instagram / TikTok
- Your website or link in bio
- Your consistency and professionalism

✨ *Tip: Your online presence should match the story you’re pitching.*

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### **4) Relationships Over Virality**

PR is relationship-driven.

Focus on:

- Building genuine connections
- Supporting platforms before pitching
- Long-term alignment, not quick wins

✨ *Tip: Comment, engage, and show love before you ask.*

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### **5) Consistency Beats Hype**

PR is not one article or one post.

It’s:

- Repetition
- Timing
- Showing up even when it’s quiet

✨ *Tip: The brands that last are the ones that don’t disappear.*

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## Common PR Mistakes to Avoid

🚫 Pitching without research 🚫 No clear story or angle 🚫 Inconsistent branding 🚫 Expecting overnight results 🚫 Treating PR like ads

PR is earned, not forced.

## How to Prepare for PR (Your Mini Checklist)

Use this before pitching or hiring a publicist:

- ☐ Clear brand bio
- ☐ Professional photos or visuals
- ☐ Updated social media
- ☐ Defined goal (What do you want from PR?)
- ☐ A story worth telling

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## When to Hire a Publicist

You may be ready for PR support if:

- You're launching something new
- You're gaining momentum but need direction
- You want credibility and positioning
- You don't have time to pitch consistently

✨ *PR works best when timing meets strategy.*

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## About Stellar Connect

**Stellar Connect** is a boutique PR agency specializing in:

- Entertainment & music
- Content creators & influencers
- Small businesses & lifestyle brands



We focus on:

- Media placement
- Brand storytelling
- Content strategy
- Campaign rollouts

Our mission is to **connect creatives to opportunities that elevate their visibility and legacy.**