When it comes to PR for your office and the SprintSet System, you will want to use images, videos and testimonials to further promote the brand. PR is NOT about marketing or advertising. It’s to further establish your office as an expert in the wellness arena.

**Make sure that your PR is all about storytelling**

A blog is an excellent way to tell stories about wellness and weight loss and to ensure that you are discoverable via the search engines.

You have to make sure that the story of your brand is a compelling read, personal, and shareable. It is not always easy to translate a brand into a story that evokes emotion and still retains authenticity.

Each ‘story’ or article written should encompass 1) a struggle 2) the journey and 3) the victory.

**Get Involved with the Community**

The best way to get publicity is to partner with the community to help them reach a specific goal or to support a local cause. You can then use pictures from the initiative to send to journalists along with your company info and promote on your social media outlets. You would then tag the originator of the cause establishing yourself as a partner.

**Pitch Pitch Pitch**

Create a great doctor bio and reach out to media outlets giving them a key topic the doctor can speak on or write about such as:

1. **Addressing Diabetes Naturally**
2. **Balancing Hormones Naturally**
3. **Battling (and Defeating) the Bulge for Good**

Journalists like objective content so be sure if you are submitting a pitch letter, you do not include promotional copy. It is always best if you can tie your pitch into something timely or news related to make it more relevant.

Here is an example below:

*Hi [NAME]*

*A recent study shows that Type 2 diabetes is on the rise at an alarming rate. But what is even more alarming is that it is preventable and even treatable if addressed the proper way. It’s important your readers (viewers) understand the risk factors and the treatment options available to them before going on harmful medications that can often damage the rest of their health.*

*Dr. Roger Sahoury is a wellness expert dedicated to helping people prevent and resolve chronic conditions naturally and is committed to helping them get back in the driver’s seat when it comes to their health.*

*In honor of Diabetes Awareness month, we would love to give your readership (viewership) this valuable information that can help save their lives.*

*Sinerely,*

*NAME AND CONTACT INFO*