

Request for Proposal

Johnnie Lynch

November 7, 2011
v1.0





I. Company Overview

Johnnie Lynch (www.JohnnieLynch.com) is seeking media relations proposals to provide public relations, communications and media support. This Request for Proposal (RFP) presents a general background of the Johnnie Lynch company and requests a list of the tasks required to accomplish the strategy outlined by the agency contracted. If your organization wishes to be considered, **Johnnie Lynch** is requesting a written proposal that addresses the points detailed in this RFP be submitted no later than December 1, 2011.

II. Product Overview & Situational Analysis

Johnnie Lynch, America's hottest rising inspirational speaker, offers public shows that challenge and dare participants like never before. He helps his audience to see obstacles that are keeping them from their dreams, and give them the tools to overcome those obstacles. Johnnie will introduce participants to "The 7 Words That Are Hurting You" using lessons he has learned in the pursuit of his own goals.

Johnnie offers corporate training as well. In the corporate training he adds unique team-building exercises that focus on the individual, allowing them to engage in rebuilding the team from a fresh perspective. This creates a strong new foundation that takes advantage of existing synergies and roots-out both hidden and evident frustrations that have been hurting the team's capabilities all along.

Television Show

Our long-term goal is to develop a television talk show on a cable or national network that would utilize the Johnnie Lynch techniques to help guests on the show overcome interesting challenges in their lives and focus on achieving the goals that they want.

Both the in-studio audience as well as the viewing public would benefit from watching the show by replacing the guest's challenges and goals with their own. Over time, fans of the show would get to see the full spectrum of lessons Johnnie Lynch has to offer. Returning viewers would also receive the repetitive reinforcement required to develop the new habits needed to be successful at the endeavors they choose. The show would cover a wide range of topics that are easily identified by the audience.

In order to develop the following and the notoriety need to pitch a television show, as well as to create additional revenue and grow the company, we will pursue the below activities:

Keynote Addresses

In addition Johnnie, an award-winning speaker, offers keynote addresses and can serve as a Master of Ceremonies.

Corporate Training

A marketing program is needed to close corporate deals for both one-day training sessions as well as keynote speeches. These could address everything from an acute team problem in one part of the company, to setting the most productive environment on the first day of a corporate retreat, to an inspiring speech as part of a kickoff event, or presidents' club week.

Public Events

The public event is a one-day experience that allows individuals more intimate attention from Johnnie himself. The public show features fun, music, and is loaded with audience participation that challenge, entertain, and inspire. The target venue for a public event would hold 100-300 people. A marketing campaign is needed to promote the event and sell tickets. Once we hit on a winning formula, multiple days can be added to each venue and a speaking tour can be put together, hitting major cities across the nation.



Television Appearances

We feel that a daytime talk show like “The View” would be an excellent launching pad for the overall strategy. If Johnnie could create a “Wow” moment in front of a national audience, it could help all the other marketing efforts a great deal. Again, we may need to build up to a major show like “The View” by making appearances on smaller shows. The proposed strategy should have a minimum of 6 appearances on national TV with as many as 24 on at least regional shows in the first year. The familiarity and portfolio that this builds could be used to help make the pitch to several cable and national networks for a pilot.

The current state of the economy and the general negative feelings found in today’s culture around the country makes this an excellent time to launch Johnnie Lynch as a personality and as a TV show. We feel it will be well-received by the masses, who for the most part are starving for some inspiration.

III. Scope of Work

Johnnie Lynch is seeking a public relations agency partner with a proven track record for creative excellence in strategic program development and execution. The agency’s overall goal will be to drive and enhance awareness of the **Johnnie Lynch** brand among current and prospective customers, competitors, media and other key constituents. Core activities may include, but not be limited to the following:

- Television Appearances, Daytime, Talk & News.
- Social media programs.
- Bylined article development and placement.
- Identification, pitching and leverage of speaking opportunities.
- Marketing and event support.
- Press materials.
- Executive briefing materials, Business cases.
- PR results measurement and reporting.
- Press release development and distribution.
- Media relations.

We offer the above as a general direction. The Proposal should include the strategy of the overall marketing plan, as well as the tactics used to execute the plan.

IV. Agency Selection Criteria

The Johnnie Lynch team will be looking at the following aspects of the proposal to select the winning agency.

- Proven ability to elevate brand awareness.
- Knowledge of, and experience in, radio and television media.
- An excellent reputation and strong relationships with television producers, self-help industry influencers including relevant trade and business press, analysts, conference organizers, etc.
- Successful editorial coverage in leading business, news, and self-help industry-specific media.
- Uniqueness in approach and ability.
- Strong writing skills across multiple media. Copywriting, web design overview.
- Excellent team credentials.
- No competitive client conflicts.
- Client and press references.



V. Budget

The public relations budget for fiscal year 2012 will be structured at the discretion of **Johnnie Lynch** upon agency selection. The budget, while constrained by the laws of corporate economics, could quickly expand based on the rate of return on investment (ROI) and company growth. We are looking for guidance in setting an initial budget range based on the core activities required to execute the overall strategy laid out in the proposal. The successful bid will include a multitude of options that will allow the Johnnie Lynch team to select compensation that best fits the partnership with the PR firm.

VI. Process of Evaluation (Timeline)

The selection team will make every effort to make the selection process as fair as possible. After all, our goal is to select the agency that is best suited to accomplish our goals. We have set up a few guidelines to make the process smooth and easy. We kindly ask that you follow these guidelines and meet the deadlines.

Email

Please submit all correspondence to PRRFP@JohnnieLynch.com. Correspondence not sent to this address may not be considered part of this RFP process. If you reply to a team member's e-mail address, please be sure to at least CC the above e-mail address.

Postage

In addition to Email, US Mail, Express Mail and Messenger service can be used to deliver hard copy; however we request that all hard copy sent be accompanied by an electronic copy sent to the email address above. Send any hard copy to:

Johnnie Lynch
Attn: PR RFP Staff
13 Upper Mountain Avenue
Rockaway, NJ 07866

Letter of Intent

Please inform us of your intent to participate in this proposal review process by sending a letter of intent via email. The email must be received by November 11, 2011. If you have received this document in a delayed fashion, and can still meet the proposal deadline, we may choose to accept letters of intent after November 11, 2011 on a case-by-case basis.

Questions, Inquiry Calls

Please submit all questions to the email address above. All questions submitted and the corresponding answers will be posted to the RFP website. (www.johnnie Lynch.com/prrfp) Inquiry calls will only be granted to those whose questions are too extensive to be answered via email. To request an inquiry call, please send a request with three desired time slots, and a short reason for the request. We may not be able to fulfill all inquiry requests. This will have no influence on our selection process.

Proposals

All proposals must include all costs and a complete and accurate representation of all terms and conditions that may be included in the executable contract should your agency be selected. To be considered, agencies must submit their proposal no later than **11:59 PM on December 1st, 2011**. Late proposals and proposals delivered by facsimile will not be accepted. Hardcopy proposals can be sent using the process defined above. Hardcopy will only be accepted for 24 hours past the deadline and must match the electronic copy received prior to the deadline.



Next round of review

Agencies selected to advance to the next level of consideration will be informed no later than December 8, 2011 and may be asked additional questions or for clarification of language in their proposal. Based on the number of proposals submitted, Johnnie Lynch reserves the right to extend the December 8th date of notification. In rare cases, Johnnie Lynch may review short concise appeals should your agency not be selected.

After the final review, your agency may be asked to make an in-person presentation. This will be your final opportunity to differentiate your agency and should be comprehensive. We intend to schedule these meetings from December 14 to December 16, 2011. Individuals' schedules along with the holiday season will be taken into consideration.

Johnnie Lynch intends to notify the agencies of the final selection by December 21, 2011. While we reserve the right to extend this date, we would like to have our selection process completed as soon as possible. We look forward to kicking off our PR efforts with the selected agency on January 4, 2012.

Summary of the timeline for PR agency search:

November 7: RFP document distributed to agencies

November 11: Deadline for agencies to provide notification on intent to participate in review

November 17-18, 21: Company availability for agencies to schedule inquiry calls (if desired)

December 1: Completed RFPs due to PRRFP@johnnielynch.com by 11:59 PM.

December 8: Notify agencies on whether or not they advance to the next round of the review

December 14-16: Final team presentations

December 21: Agencies notified of final selection & contracts exchanged

January 4: Kick-off meetings and start date for new agency

VII. Request for Proposal

The below list of questions represents the key areas Johnnie Lynch will focus on during the RFP process. All questions are deemed equally important. Please take as much space as you feel is required to present your best answer. It is ok to refer to an attached document; however please add some commentary referring to the document as well as an executive overview.

Agency Overview

- Please provide a brief overview of your agency history.
- Please provide a brief overview of your agency philosophy.
- Please provide an in-depth list of your agency's capabilities.
- Describe how your agency differentiates itself from your competitors.



Client Related Questions

- Please provide a current client list.
- Please list some clients you've had long-term relationships with and why the relationship has been successful.
- What is the average term a client who works with your agency?
- Do you have any clients that might pose a conflict to managing our account?

Account Team Related Questions

- Describe the team structure and how resources would be allocated to us.
- Please provide brief bios for the team you would assign to our account.
- Please provide client references for the PR representatives.
- Who would be responsible for managing timelines and budgets?
- How do you handle staff turnover on accounts and what role do you typically want/allow the client to play in this process?
- How are new account team members brought up to speed on the account?

Industry Experience Related Questions

- Describe your experience within the self-help market.
- Describe your experience within the corporate training and development market.
- Describe your experience with radio and television producers.
- Please provide case studies demonstrating your familiarity with our market.

Program Related Questions

- Describe what the overall strategy would be to achieve the goals of Johnnie Lynch.
- Please propose what your agency thinks should be our representative objectives, strategy and tactics and describe how you would propose to address the general communications needs and the program's audiences based on your suggestions.

Budget Related Questions

- How do you bill for services?
- How would you determine the first year's budget?
- How would the budget look for each quarter?
- How would you allocate resources to the project?
- What is your mark-up for project managing other service vendors and/or for out-of-pocket expenses?



Miscellaneous Questions

- Describe the firm's practice in starting a new account. What do you do? What do you need/expect us to do?
- What do you feel makes for a successful client/agency relationship?
- Add any additional items you believe are relevant to the management and execution of this program.

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