



Our Vision

Deliver results that provide authors a platform to share their story with the world.

Our Mission

Our mission is based around authors/books/publishers, collaboration and results.

- ★ Authors are at the heart of everything we do. We are committed to building strong relationships with our authors/publishers (clients) and understanding their unique needs and goals.
- ★ Collaboration with our clients, team, vendors, partners, and the publishing community is essential to our success.
- ★ Being results-oriented is our commitment to the authors/clients we serve and achieving their goals as efficiently and effectively as possible.

PR by the Book Values

We Move Fast... Due to the short-term nature of our campaigns, we work at a fast pace; and sometimes we're sprinting. But, it's fun and we enjoy a fast-paced environment; otherwise, we would be bored.

We Listen... Management and owners value feedback from our team. In order for our company to succeed, we need a team that provides feedback to fellow team members, managers, and owners. We can only improve by hearing what we should be doing more of and things we should be doing less of within the confines of our company culture.

Flexibility... This firm was built around life/work balance and flexibility for its owners and team members. Our company is always evolving. We change policies as needed so we're flexible as an organization but we also require our team to be flexible.

We've got your back... Our team is our most important resource. We have to take care of our team first. Authors can be tough, it's just the nature of this business. However, if the line ever gets crossed, we jump in and take care of our team.

We're Passionate... We're passionate about books and the power of words to influence people. Our clients want to connect with us and our team, the bridge for that connection is passion for books and their specific project.

Let's have some fun... It's not all just work. We get the entire team together once a year to have some fun, team building, business planning, brainstorming, and to be tourists in Austin for a few days. We value camaraderie through meetings, Slack, and lifting each other up.



PR by the Book 12 Points of Culture

- 1 Team Work...** I am a team player. I focus on collaboration, cooperation and helping to create a positive work environment to achieve team goals. I am flexible with my work and able to change if what I'm doing is not working. I'm willing to ask for help when needed and compassionate to others who ask me for help.
- 2 Integrity...** I speak the truth and only promise what I can deliver. If I can't deliver on a promise, I take responsibility and offer resolution immediately. I'm dependable and value this trait in my team members.
- 3 Commitment...** I commit 100% to everything I do. I am committed to the Vision, Mission, Culture and success of PR by the Book, its team, and its clients.
- 4 Performance Driven...** I'm focused on client satisfaction, building client relationships and consistently delivering results.
- 5 Communication...** Open and effective communication is essential to success. I speak positively of my fellow team members, clients and PR by the Book. I strive to communicate with our clients, partners, vendors and team members in a clear, concise, and timely manner.
- 6 Process Driven...** I always look to systems and processes first. Efficiency and effectiveness is driven by consistent process, procedures and fully utilizing technology to streamline communication, tasks, workflow, and campaign execution.
- 7 Transparency...** I value an organization that is transparent with their motives and what they are trying to achieve.
- 8 Innovation...** I embrace creativity, forward-thinking, and continuous improvement to drive meaningful change and develop solutions that create lasting value.
- 9 Accountable...** I take responsibility for my own actions and results. I'm responsible for my own decisions and the impact of my actions.
- 10 Optimistic...** I'm a positive person and know that having an optimistic attitude toward myself, my team and my clients matters in my effectiveness and happiness.
- 11 Excellence...** I strive to deliver services and customer experiences with exceptional quality. Excellence isn't about being perfect. I'm willing to learn and persist from mistakes and keep trying until I succeed.
- 12 Balance...** I have a balanced approach to life, remembering that my spiritual, social, physical and family aspects are priority in my life. I prioritize tasks consistently so that I have quality time for myself and my family.