

PR services for rebels with a cause

You have something important to say - let's get your message heard.



Media coverage and social media amplification have the power to be a gamechanger for authors, creatives, small businesses and not-for-profits. At Righteous PR, we're here to give your ideas the microphone so that the right media and audiences sit up and pay attention.

A good idea and hard work aren't enough to change the world

If you want your message, your book or your business to truly have an impact - you have to get it in front of the right audience.

Grabbing attention in our noisy world takes killer branding, perfect positioning and the ability to leverage the hell out of everything you do. No small thing when you're also head-down, bum-up in the busy-ness of your business.

If you have an idea worthy of attention, Righteous PR can help you claim your seat at the table.



Wanna know how?

It all comes down to a combo of persistence, experience, relationships, strategy and skill. Simple right?



That noggin' up there (the one that will be working on your big idea) belongs to me, Julia Ferracane, lead Rebel here at Righteous PR.

25 years in PR

(including for brands like Penguin Random House Australia and The Australian Ballet) has earned me some triumphs and has taught me a thing or two about getting good ideas heard.

My persistence in sniffing out the right angle, nailing down the right message and finding the right channel to get my clients heard has earned me the nickname "Hurricane Ferracane".

But it's not just persistence that gets the wins. It's a dedication to developing trusted relationships with both my clients and the media. And it's the knowledge and skills that can only come from decades of experience in PR.

[TELL ME MORE](#)

"We have been overwhelmed with media success."

— Lachlan Matheson, CAKE CREATIONS BY KATE

Let's take your incredible idea and get it in front of the world



Show me the ropes

Get toolled up with insider strategies to run your own PR - with a little help from a seasoned pro.



Call my publicist

One-off campaigns and launches that get max recognition for you, your book or your brand.



Get me centre stage

Retainer packages with tailor made PR strategies to consistently build your street cred and skyrocket sales.

PLUS social media management, custom content, media releases and more.

[RIGHT ON, LET'S GET TO WORK](#)

Seen in the wild

marie claire

THE AGE



Los Angeles Times

Herald Sun

that's life!

"Our campaign reached a broad range of media outlets and resulted in a larger network of brand awareness and ultimately, new customers..."

- Kelly Wall, Hello Mama

"Media coverage that exceeded my expectations."

- Eliza McCann, Kidding Around Publishing.

Questions?

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PR consultant. Rebel with a cause

It's easy to assume that success in any creative pursuit is the result of extraordinary talent, luck or connections. But I know that's not the whole truth.

At the core of all exceptional creative work - and all brilliant ideas that are born to this world - is courage.

To face uncertain career trajectories, unavoidable rejection, unreachable competition and unflinching judgement? To move forward despite fear, worry or self doubt? To be so deeply rooted in your message, your purpose and your cause that you stand again and again and again?

That's righteous courage. And I'm here for it.

I champion the legends doing things differently. I support their intense pursuit to share their work, their ideas and their message with the world. And I don't stop until they get the attention they deserve.

That's my cause.



Being righteous isn't about being *right*

Righteousness can have a bad rep. But here at Righteous PR righteousness isn't about stubbornly holding tight to narrow-minded beliefs. It isn't about a staunch unwillingness to hear opposing views. It isn't fire, brimstone and jowly, red-faced morality at the expense of all other experiences and opinions.

Righteousness is about standing up for what you believe. It's a word that belongs to those who are brave enough to put themselves out there and go against the grain. It's a word that belongs to the crusaders, game-changers, thought-leaders and future-makers.

It's for Freddie Mercury, Joan of Arc, Blondie, David Bowie, Ani DiFranco, Clementine Ford, Mirka Mora, Malcolm X, Roxanne Gay, Margaret Atwood and Jane Gilmore.

And it's for you, too. All you have to do is stand up and claim it.

Ok, I'm in

Julia Ferracane - lead rebel rouser



Persistence is a fundamental trait that all good publicists must possess. And as it turns out, I have it in spades.

To be honest, I dithered about in my early career, but don't most of us? I had no real idea about what I wanted so I studied what I liked - visual arts and history. I got a retail job and wondered "when will I figure out what I want to do?"

A PR internship crossed my desk and I thought "I could do that". I got the role but it wasn't smooth sailing. The persistence that was dormant within me raised its voice when I was told I wasn't cut out for it. That voice inside me just wouldn't quit. And when I worked out that it was the toxic environment that I worked in that was holding me back I was finally able to stand my ground.

25 years on and I've earned clients a fair share of PR triumphs thanks to my persistence. I held roles as the Arts and Publishing Publicist for both The Australian Ballet and for Penguin Random House Australia.

But I knew I needed to go out on my own to be able to provide affordable, accessible PR consultant services to creatives, small businesses, entrepreneurs, not for profits and authors of all kinds.

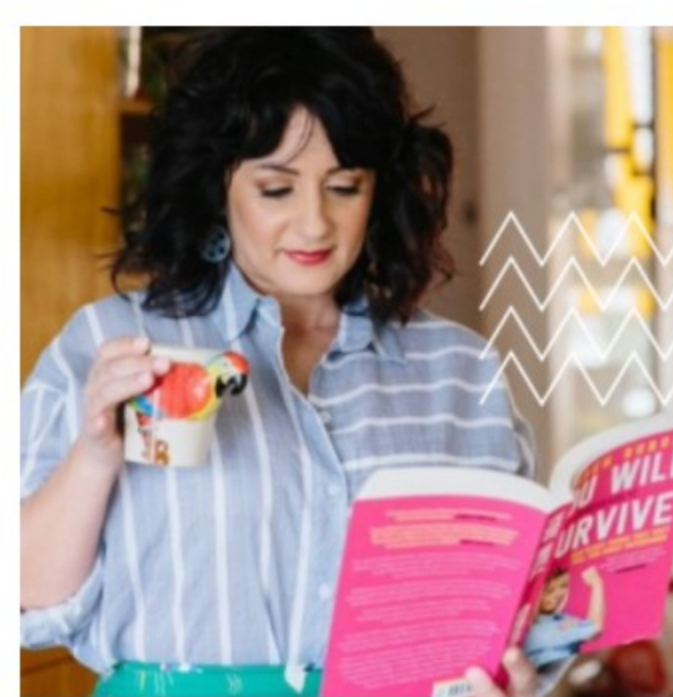
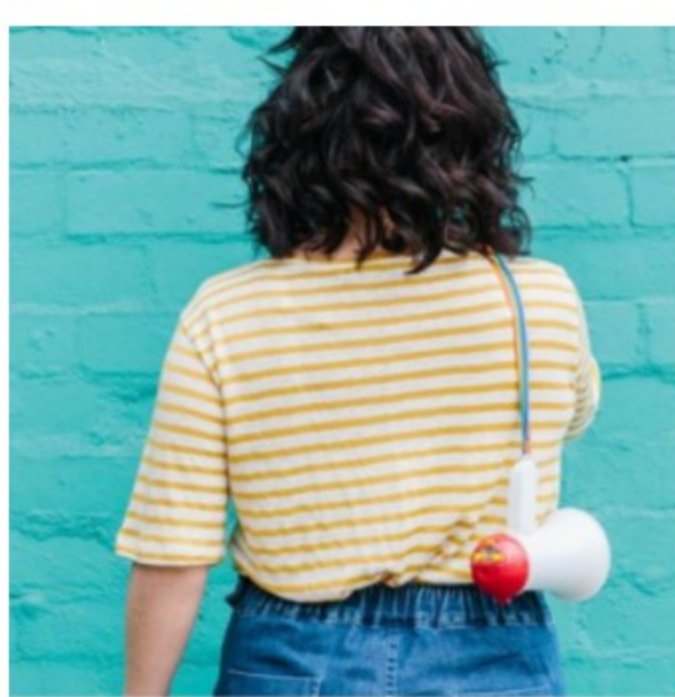
I've worked with clients across arts, fashion, kids publishing and NFP sectors. And I've helped them get the right coverage, from digital to traditional PR, to truly be seen, heard and felt by their ideal audience.

At home I'm an extroverted introvert, a curious people watcher, a lover of pop culture and trends and I've been called feisty by my friends and family - a title I wear like a badge of honour.

Need a delightfully feisty and fearless PR consultant in your corner?

Let's get our gloves on

Find, Friend + Follow



Questions?

[Contact Julia](#)

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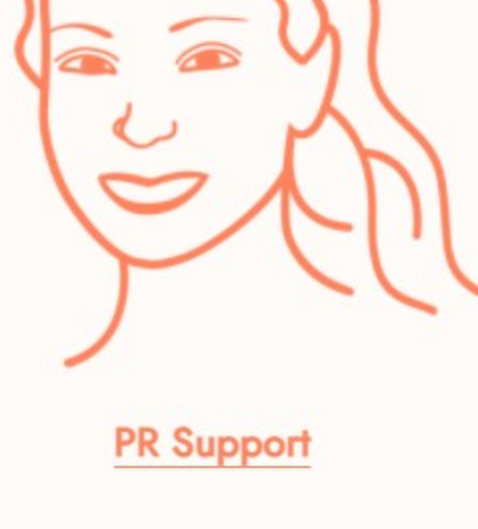


Amplify your big idea

PR services to get you seen, heard and understood

Let's get that big idea of yours out there!

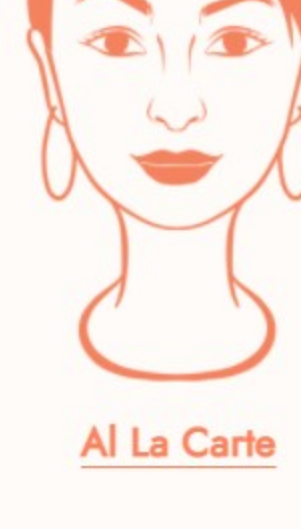
Pick a package from the options below or create your own



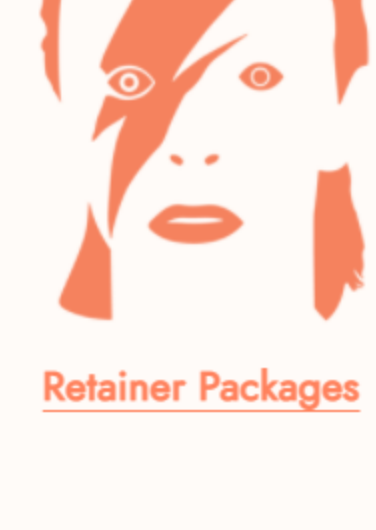
PR Support



Launch Campaign



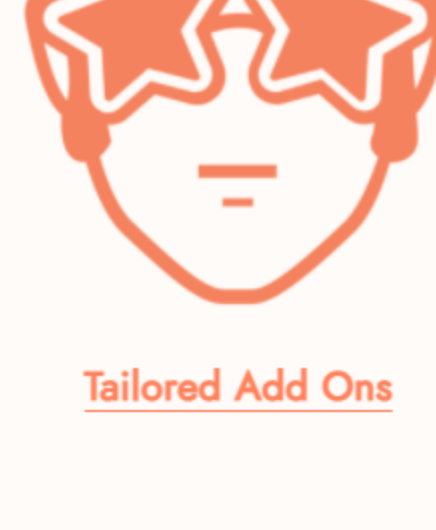
Al La Carte



Retainer Packages



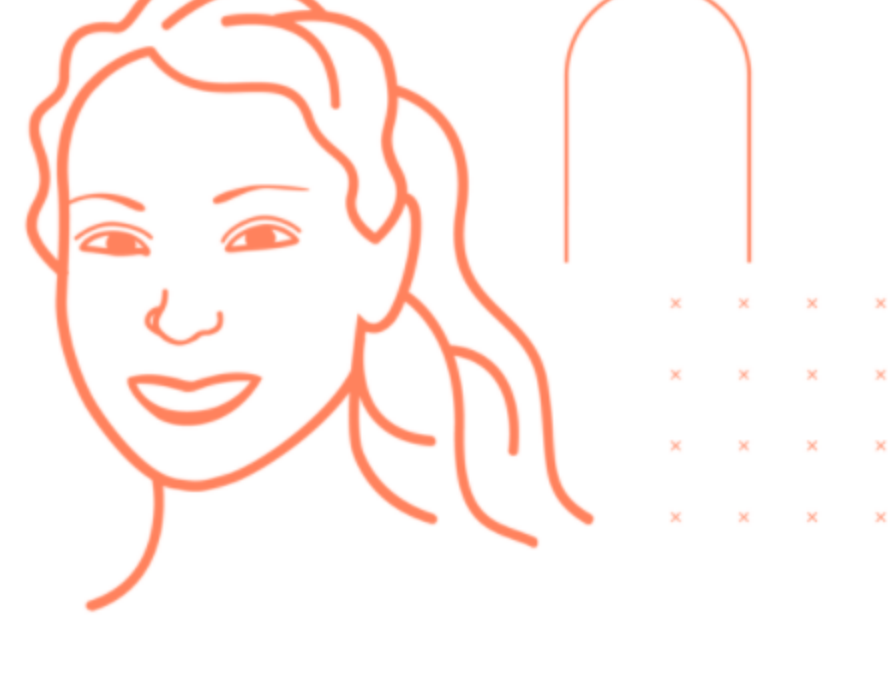
Influencer Marketing



Tailored Add Ons

PR support

DIY like DiFranco



If you're a seasoned writer with social media cred and you're comfortable contacting the media. But you know that finding the right angle and pitch is an art.

I will work with you over a two hour brainstorming session to come up with angles, audiences, media contacts and key story ideas.

I'll help you develop ideas for media pitches to create a buzz that propels your business forward.

You'll also receive:

- My guide to writing a killer media release
- a timeline of what to do when
- essential do's and don'ts
- plus tips on which media to contact for your brand.

Plus I'll have a two hour follow up session a month after our first chat to discuss your progress and recommend next steps.

All this knowledge to empower your DIY PR efforts starts from just \$850 (ex GST).

[GET INSIDER SECRETS](#)

Launch campaign package

Take centre stage like Prince



Ready for maximum recognition for your new book, product or service? I'll help you to stand out by crafting your personal brand and leveraging the heck out of your profile with the media.

Your launch package includes:

- a discovery session to find the angle, audience and story
- media release development with three rounds of changes
- customised media list and response to media call outs
- full media liaison including follow ups and interview management
- promotion of your success on my social media channels
- a full wrap up report so you know what works for your next launch.

Prices start from \$4,250 (ex GST) for a 3 month campaign.

Please note: Any postage costs are not included in the price of the campaign

[STRUT THE STAGE](#)

Get to know you

Annie Al La Carte



I believe any smart entrepreneur, author or small business who is wanting to get ahead in today's overcrowded marketplace has to position themselves, create an awesome personal brand and ensure they are leveraging the hell out of their, and their company's, profile using PR.

The Al La Carte options below are for those wanting specific, smaller sized jobs or specific jobs to be carried out and want to dip their toes into PR as a start. It offers affordable, value public relations options and packages for small businesses. By offering these services à la carte, you can get the most bang for your buck. These options are ideal for start-ups, new concepts and budding businesses.

Your Al La Carte allows you to choose from:

- PRESS KIT PACKAGE | \$1,999 +GST**
Well-written materials provide meaningful, key messages and content that can be shared with media, stakeholders, investors, employees, clientele and more. Whether or not you have full PR service, this is a cost-effective way to jump start your brand with the essential staples.
 - Vignette
 - Bios [3]
 - General Media Release
 - Specific-focus Press Release
 - Fact Sheet

PODCAST PITCHING | \$2300 +GST (over 3 months)

Want to focus your PR efforts on Podcasts alone? Let us pitch to up to podcasts on your behalf.

It includes:

- a customised podcast list to hit your target market.
- handle all media liaison, including follow ups
- provide an itinerary of your podcast interviews to ensure you are prepared
- share your success with my social media channels
- deliver a full media wrap-up and respond to all media call-outs over the lifetime of the campaign (2 month approx)

[GET TO KNOW ME](#)

Retainer packages

Build fame like Bowie



Looking for long-term visibility? This is the package for you.

With 3, 6, 9 or 12 month increments, I'll work to get you in front of top Australian media each and every month. We can also create you a custom package to cover speaking engagements, award entries, social media management, content writing or anything else you may need.

Your retainer package includes:

- a tailor made PR strategy
- media outreach each month to your desired targets
- proactive responses to media call outs
- management of all media liaisons
- briefings before any interviews.

Prices start from \$1,850 (ex GST) per month.

[BUILD A LEGACY](#)

Influencer Marketing

Establish yourself like Ella



Reach your customers where they are and drive them to action. You tell me what your marketing goals are and I will bring the experience and influencer community to grow your product or brand.

I'll help you to schedule posts and monitor trends. Plus with all the hard work done for you, you'll have more time to dedicate to those all important conversations that turn social media followers to leads and customers.

STARTER (maximum 3 month campaign)

- This package is for those on a tight budget who want to reach influencer audiences through Instagram stories without paying for content creation and ads etc.
- I will reach out to various micro influencers in exchange for product.
- Does not include postage costs

\$3,550 (EX GST) Paid upfront

ELEVATE (maximum 3 month campaign)

- Keen to get a deeper reach with influencers who speak to your audience directly? This package is for those who are serious about influencer marketing and are looking at collaboration, content creation or influencer ads.
- Types of collaborations could include: Instagram Story creation, sponsored blog/ feed posts, videos using the influencer generated content for you to also use across your socials.

\$4,650 (EX GST) (to be paid upfront)

NOTE: Any influencer payments are not included in this package.

[BE INFLUENTIAL](#)

Tailored add on services

Go extra like Elton



Got the contacts and the gift of the gab to reach out to journalists and influencers, but need someone to write your media release? Or maybe you need a little extra support with your chosen package.

No problem, I've got fixed fee add ons or can tailor something specific to your needs.

Options include:

- killer media releases from \$180 (ex GST)
- custom content for your website or other marketing communications
- NetGalley listings for authors:
- 6 month standard title listing from \$650 (ex GST)
- 6 month marketing plus title listing \$899 (ex GST)
- And more.

Get in touch and let us know what you need.

[LETS GO EXTRA](#)

ARE YOU READY TO TAKE THE STAGE?

Because I'm ready to step into your corner.

[LET'S CHAT](#)

Questions?

[Contact Julia](#)

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PR clients and rebel change-makers

Brands, books and ideas we've shared with the world



8/21/20

Zanni Louise Book PR campaign for The Human Kind Series

[Read More](#)



8/21/20

Natasha Janssens Book PR campaign for Women With Cents

[Read More](#)



8/7/20

Richard Wiesel Photography Objects From the Concentration Camps exhibition

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8/6/20

Cake Creations by Kate Melbourne CBD store launch

[Read More](#)



8/4/20

Marmalade Lion Awareness campaign

[Read More](#)



8/5/20

Phillip Gwynne and Patrick Burgess Waves of Justice: The TV show teaching viewers in Timor-Leste about human rights

[Read More](#)

Want what they're having?

LET'S GET STARTED

Questions?

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You rebel, I like you



At Righteous PR, we love hearing stories of righteous rebels, big-thinkers, game-changers and future-makers. And we can't wait to back you through this journey.

You ready? Let's get started.

[0424 180 420](tel:0424180420)

julia@righteouspr.com.au



First Name:*

Last Name:*

Email:*

How Did You Hear About Us?*

Message: *

Send

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