

# What to Expect When Working with PressAura

A Clear, Honest Guide for First-Time Clients

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## Before You Even Sign Up

We treat every brand like a unique story. You don't need to have a PR background or know the exact headline you want. We'll help you shape your narrative from scratch-whether you're an entrepreneur, startup, creator, or established brand.

## What Happens Behind the Scenes

Here's what we're doing while you're waiting for updates (and why it matters):

- Researching media outlets that are the best fit for your goals
- Refining your story angles to make them newsworthy
- Crafting personalized pitches that editors actually read
- Following up strategically without being pushy
- Tracking live placements and engagement for real-time insight

## What Our Clients Usually Ask

"How fast will I see results?"

You may see responses from editors within days, but typical campaign placements happen between 2 to 4 weeks after launch.

"Do I get to approve what's said about me?"

Absolutely. We'll share drafts or summaries when applicable, especially for ghostwritten content.

"Can I pick the publications I want to be in?"

You can absolutely express preferences, and we'll guide you on what's realistic based on your niche and budget.

## What You Can Do to Make This Work Better

To get the most from your campaign:

- Come prepared with your website, social links, and past features (if any)
- Think about your key talking points-what makes your story stand out?

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- Be responsive. Quick feedback = faster momentum
- Be open to creative angles-we know what gets picked up

## Sample Outcomes from Past Campaigns

(Real names omitted for privacy - we're happy to share references on request.)

- Tech Startup -> Featured in Yahoo Finance, gained 18% more traffic within 3 weeks
- Coach & Author -> Featured in Thrive Global, leading to 4 paid speaking inquiries
- Ecom Brand -> Mentioned in a lifestyle roundup, boosted product page visits by 23%

## Final Thought

We don't just get people "published." We help you build credibility that lasts beyond one article. If you're serious about growth, we're here to be your long-term partner in visibility.

Ready to start?

-> [pressaura.com/contact](https://pressaura.com/contact)