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# “To Boldly GO!”

Using PR to go into  
Alternative Markets



Jen with Weirdo Weddings Photography  
and Pink Hair Jen / speaking  
@weirdoweddings | @pinkhairjen

“STAR CHART” *the*  
*worksheet*

Sign up here before we get started!





**WELCOME!**  
**so glad to see**  
**you!**



# OPENING EXERCISE





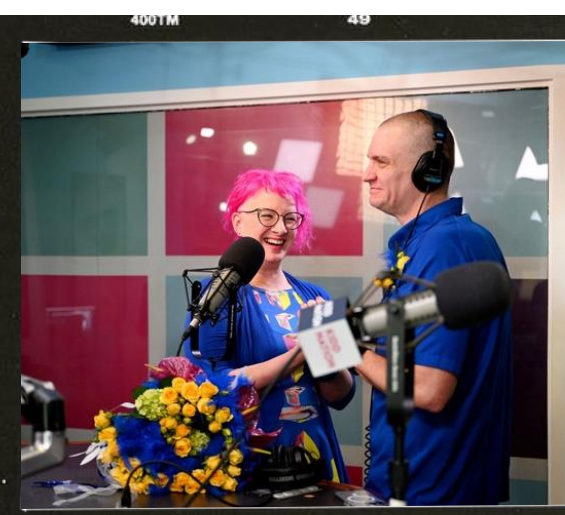
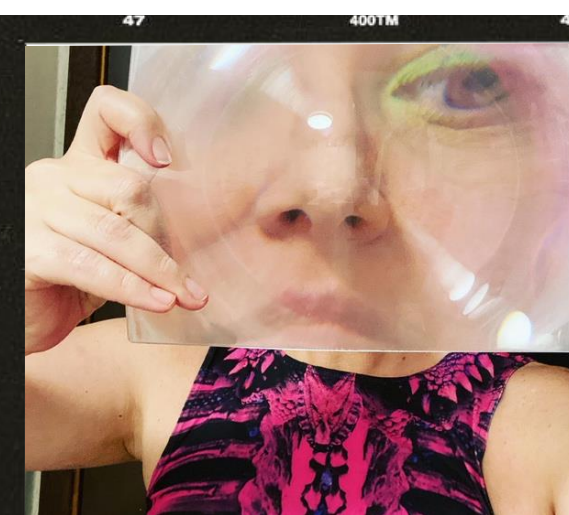
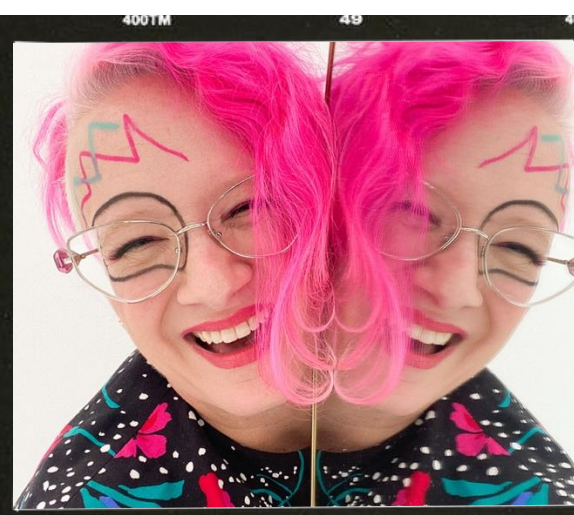
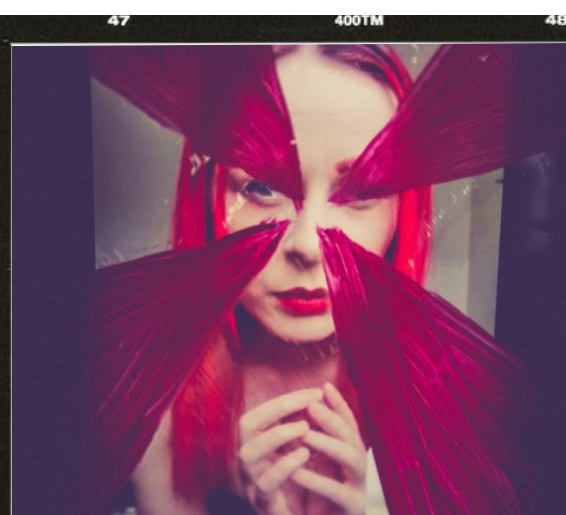
# I'm Pink Hair Jen!

photographer (18yrs)  
artist  
speaker  
mom & wife  
overall creative human.  
weird barbie.

**Weirdo Weddings Photography 2020**

**Pink Hair Jen 2022**

**Tattoos & Toddlers Podcast 2023**



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# “To Boldly GO”...





# **It feels like:**

**unknown**

**scary**

**thrilling**

**fulfilling**

**overwhelming**

**i mean, its outer space!**



# Overview of our time:

**Definition of PR**

**Re-Defining PR**

**V.O.I.C.E.**

**Proof**

**Presence**

**Path**

**Pace**



# Warp Speed Factor 1, GO!

## Definition:

**PR = Public relations, as defined by PRSA, “is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” At its core, public relations is about influencing, engaging and building a relationship with key stakeholders to contribute to the way an organization is perceived.**

cited: <https://www.prssa.org/prssa/about-prssa/learn-about-pr>





# Warp Speed factor 2, GO!

## Re-Defining

**Using your voice (and communicating your voice) to go into places that don't know you in order to build relationships and work with people you want to work with! YAY!**

*Defining* may be as simple as you defining YOU, then working outwards from there.



# Weirdo Weddings Photography

quick backstory...ish...





# V.O.I.C.E.



# V = Vibrational Energy

Tapping into the unique frequency of your brand's message to create resonance with diverse audiences.





# O = Open Channels

Expanding communication pathways to reach new markets and foster authentic connections.



# I - Interstellar Ideas

Leveraging out-of-this-world creativity to craft innovative strategies for market expansion.





# C - Cosmic Clarity

Delivering a clear, focused message that aligns with your brand's purpose and vision.



# E - Expansive Engagement

Building meaningful relationships that transcend traditional boundaries,  
connecting with alternative and global audiences.





# Proof...

**Social Media**

**Resume**

**Reviews**

**Publications (Local/Global)**

**Your Words**

**Your Images**

**Your Message**

***What Matters to your Market?***



# Presence...

**Virtual / Online**

**\*Community Events**

**Associations/Corporate Events**

**Face to Face**

## **HOMEWORK TODAY:**

**Pick 1 place you can GO to open the opportunity!**

**Pick 1 Social Media spot, Intro Yourself, Your Idea/Event/Client**





# "The Tribbles"

## BONUS:

- \*Pick what works
- \*Try something new
- \**MULTIPLY that.*





# Pathway...

**Pick your Pursuit**  
**Untapped Markets**  
**Get a mentor/coach**  
**Keep your main brand**  
**Explore a Hyper-Niche**  
**STAY BOLD in stepping out!**



# Pace...

**Impulse Power - slow, steady & sometimes cautious.**

**Warp Factors - fast to fastest**

**Ludicrous Speed - really?**

**DO NOT LET FEAR & PANIC SET YOUR PACE.**



# Ask the Audience.

Why are you here?  
What are you exploring?  
Answers will come.





# RECAP:

Use your V.O.I.C.E.

LISTEN to others & yourself.

Start exploring your Proof, Presence, Path and Pace.

***Your next idea COULD BE in this room.***



***Defining* your alternative market....may be as simple as you defining YOU, then working outwards from there.**



# Q & A

# Comments





**Before we depart....I give you 3 words.**



# You Are Enough.



Please connect with me!  
Book a HOT spot session!  
Connect *here* at CS-TSE 2025!

See you out there friends!



“STAR CHART”  
THE WORKSHEET

