



ANDREA HUBBERT

COPYWRITER | PR STRATEGIST

MEET ANDREA

I was a disruptor at an early age — just ask my middle school teachers who sent me home with daily report cards because I wouldn't stop talking in class.

My methods may have changed but my spirit remains the same!

Today, I'm a copywriter and public relations strategist who helps creatives be intentional in the ways they connect with their audiences.

It's my joy to help people and organizations in the arts and culture sector get clear on their unique message... amplify their most compelling stories... and position themselves to get seen, heard, signed and remembered by the right people.

IDEAS FOR EPISODE TITLES/MAIN FOCUS OF CONVERSATION

- Brand Building Through Public Relations
- Storytelling as a small business owner
- The DIY Approach to PR
- Five Tips for Writing Captivating Copy
- Best Ways to Build Buzz in 2021

KEY TAKEAWAYS

- Define or create a brand strategy that fits them like their best pair of skinny jeans.
- Develop a content strategy that perfectly positions their project with confidence and authority.
- Manage their reputation so that they can be found by their dream brands, industry experts and influencers.
- Write copy infused with so much personality that they'll organically grow and scale their brand faster than Rick Astley's music career.

POTENTIAL QUESTIONS

- What activities typically sit within the public relations bucket?
- What do you love about PR?
- What are the advantages and disadvantages of hiring a PR strategist vs. doing it yourself?
- You've had a number of big wins, what's been your favorite campaign so far?
- What's the difference between PR, advertising, influencer marketing and SEO?
- What are the biggest misconceptions business owners have about public relations?
- You work with musicians... what's your best "rock and roll" story?

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hello@hubandcompany.com | @andreasaidit