

DISRUPTION | EXPOSURE | INFLUENCE



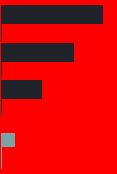
THE ANTI-PR PLAYBOOK

ANTI- PR.

**The New Playbook for
Controlling Your Narrative and
Winning Market Domination**

KARLA JO HELMS

Chief Evangelist & Anti-PR Strategist



■ THE READING MAP

THE NEW PLAYBOOK.

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■ INTRODUCTION

THERE IS A PLAYBOOK.

I'm Karla Jo Helms, Chief Evangelist and Anti-PR Strategist at JOTO PR Disruptors™. I don't just work in PR; I'm tearing apart the old playbook and rewriting the rules.

I've worked with litigation attorneys, private investigators, and media insiders to restore reputations and fight back against attacks. That work exposed how corporations manipulate public opinion.

Now, I'm here to arm innovators, disruptors, and tech founders with the same knowledge—so they can control their own narratives and dominate their markets.

■ IN THIS BOOK

- +** How PR lost its way—and how you can beat it at its own game.
- +** Why media isn't about truth—it's about control (and how to reclaim it).
- +** The Anti-PR method—how to make your company impossible to ignore.
- +** How disruptors can build influence without waiting for permission.
- +** Real-world stories of companies turning PR warfare into market dominance.

Get ready—this will change how you think about public opinion forever.

01

THE WAKE-UP CALL

THE WIDE-EYED REVELATION.

When I walked into my first PR job—I was bright-eyed, ambitious, and completely clueless. I thought PR was about storytelling, about getting the truth out there.

I was as naive as a wide-eyed virgin walking through a military brothel.

What I learned instead?

Corporate PR wasn't just about telling stories. It was about silencing the competition, rewriting reality, and weaponizing media influence. It was still the Wild West—just with a thick layer of social veneer.

While it was no longer acceptable—or legal—to shoot 'em out... the competition could be printed out.

And what you see today? Most businesses don't even realize they're being played.

■ 01 / THE ORIGIN OF ANTI-PR

THE SAME TOOLS. A DIFFERENT PURPOSE.

But the landscape is changing. People are waking up. They still don't know there IS a playbook. But I do.

And I have made it my mission to educate the key players changing the world—to help arm them with the knowledge of how PR is really used, and to use it not just to win... but to win for the good of mankind. Sound lofty? It is. But the stakes have changed for our world ever since COVID.

So let me ask you—if you could control your own narrative and build undeniable influence, to help others, would you?



What inspired you to create the Anti-PR methodology?

Clients I had helped kept coming back, frustrated that their startups and subsidiaries "weren't getting results." At first, I wasn't interested—but after hearing it enough, I got curious.

It made no sense. What worked in crises should work outside of crises. The same tools that clean up a disaster can build influence proactively. So I dug in—and found a gaping GAP.

That's why I created Anti-PR—a trademarked process designed to take unknown companies and put them on the map—and keep them there.

02

THE RESPONSIBILITY

YOUR DUTY AS AN INNOVATOR.

If you are building something truly innovative—if your technology has the power to change an industry, a market, or even the world—then you have a duty. A duty not just to your company, but to the millions of people who could benefit from what you've created.

And that duty is to educate, to control your own narrative, and to make sure your story is heard.

Because here's the truth: Innovation doesn't win on merit alone. It wins because people know about it, trust it, and believe in it.

And whether you realize it or not, you are in a battle for public opinion.

01

If you don't shape your own public opinion, someone else will.

02

If you don't build visibility, you will be made invisible.

03

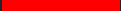
If you don't protect your reputation, you will be erased before you even get the chance to truly disrupt.

 02 / INNOVATION NEEDS A NARRATIVE

The companies that survive—the ones that change the world—aren't just the best innovators.



THEY ARE THE BEST STORYTELLERS.



So ask yourself:

Are you waiting for people to recognize your impact? Or are you making sure they can't ignore it?

Because if you want to win—if you want to change the game—you need to do more than build the best technology.



You ALSO need to own the narrative that makes it impossible to stop you.

03

THE THREAT

THE CORPORATE PLAYBOOK.

I've seen it happen over and over in my career—larger, established competitors taking out smaller, more innovative companies. And every single time, the targets had a few things in common:

- 01 They had superior technology. These weren't mediocre companies. They had built something better—something that could genuinely disrupt the market.
- 02 They were growing fast and had a customer base that loved them. They weren't just another startup. They were scaling quickly, gaining traction, and creating a loyal following.
- 03 They were dangerously naive. They thought their technology would speak for itself. But the market doesn't reward silence—it rewards those who control the narrative.
- 04 They didn't realize that their breakthrough technology DEMANDED them to be better storytellers. Because in today's world, the best product doesn't always win—the best story does.
- 05 And most critically—they had NO FUNDAMENTAL BASE of GOODWILL to protect them. They had no PR strategy, no consistent media presence, no ongoing publicity validating their impact.

So when the attack came. There was no one to defend them... when they needed it the most.

■ 03 / THE PATTERN OF ATTACK

TAKING DOWN THREATS.

- 01** It always started with litigation. A lawsuit—real or manufactured—was used to create a public opinion hit piece.
- 02** Then the media storm followed. Headlines screaming about fraud, bad business practices, or regulatory concerns—painting the innovator as unstable, risky, or unethical.
- 03** And the source of the attack? Always—ALWAYS—an inside person. Someone that was trusted... who had been working with or had been planted by the larger competitor to take them down from the inside.

Think that doesn't happen today? Think again. It's happening right now. You just don't recognize it because it's dressed up in the language of "scandal," "mismanagement," or "compliance issues."

But make no mistake—this is corporate warfare. And the companies that don't understand this? That don't fortify themselves with an undeniable presence and a pre-built wall of goodwill?

They get CANCELED.

What if I told you that traditional PR is the biggest scam in business today— and that the ones who win aren't the ones with the best agency, but the ones who control their own narrative?

04

THE OLD GAME

THE STATUS QUO IS BROKEN.

Most people think PR is about press releases—putting out a press release and waiting for the media to “pick it up.” To me... that’s the biggest lie in business.

Traditional PR is not about telling a story of solutions— it’s about FAKE control. It’s about FAKE tactics to game the search engines or dominate SEO. It’s about controlling who gets talked about and how they’re talked about. It’s about deciding who wins and who never even gets a chance.

Think about it— Why do some companies dominate headlines while better ones struggle? Press releases? A waste of time unless you know how to start owning the conversation. If you're firing off press releases hoping for coverage, you're already behind.

Because here’s the reality: It’s a PR world today. And the mind is your battlefield. And most companies don’t even know they’re in a war.

Today—it’s about influence. Real PR – what I call Anti-PR... is NOT about FAKE press releases – it’s about changing minds or getting people to think newly about something. It’s about gaining visibility and KEEPING that visibility.

As a rising competitor you may pose a threat. BUT you are much harder to erase.

■ 04 / THE BIGGEST MISTAKE

What's the biggest mistake companies make when trying to get media attention?

Stop waiting for an announcement to publicize—there's always something to talk about.

Ask yourself:

-
- 01** What major problem, harm, or inefficiency does your technology solve?
 - 02** What outdated system or competitor are you replacing?
 - 03** How does your innovation create transparency, equity, or a level playing field?
 - 04** What urgent global issue does your technology directly address?
-

Your purpose and the problem you solve control the narrative—not just milestones like funding rounds or product launches. Lead with the problem; the media follows.

05

THE RESEARCH

WHAT 5,000 TECH CEOS REVEALED.

I did market research on 5,000 fast-growing tech CEOs who used PR, and I asked them:

-
- 01 How do you use PR?
 - 02 What do you expect from it?
 - 03 How do you measure it?
 - 04 And what do you absolutely hate about the PR industry?
-

And what I found was shocking. Despite the fact that most people still don't understand how PR really works, the majority of these CEOs had figured out— through trial and error— what actually drives influence and growth.

Not theories. Not wishful thinking. They had uncovered natural laws—laws as fundamental as the physical sciences.

And across thousands of interviews, I kept hearing the same thing—in fact the exact same verbiage:

■ 05 / WHAT THE CEOS SAID

KNOWN. TRUSTED. MORE BUSINESS.

72%

said PR's job is to get their business known, make them look good, and keep them visible.

72%

said they used PR to make people more comfortable and interested doing business with them.

70%

said the most valuable part of PR was staying visible and telling their story in the best possible light.

98%

said they measured PR by one thing: More overall business — new and repeat customers, and more people interested in their products and services.

Source: Karla Jo Helms' market research.

■ 05 / THE IMPLICATION

YOU DON'T GET PRESS. YOU CREATE IT.

And here's what blew my mind—this is exactly how we measure PR in crisis management.

Because at its core, guiding and controlling public opinion is not magic—it's science. It's based physics, math, and the science of emotion.

Most of these CEOs may not have been able to articulate all the mechanics behind it. But they figured enough out to use it to their advantage.

That's why the ones who survive in today's business battlefield are not the ones with the best product. They're the ones who understand how to make their story too impossible to ignore. And they back it up with superior technology. That's the clincher.

Today, if you're waiting for the media to 'discover' you? You've already lost. If you're waiting to BE successful before you are PERCEIVED as successful – you will never get there.

The companies that survive—the ones that win—don't wait to be discovered. They BUILD their own influence... from the ground UP.

This isn't coincidence. It's strategy.

**Because in today's world, you don't
get press—you CREATE it.**

06

THE SHIFT IN POWER

ANTI-PR CHANGES EVERYTHING.

Let me be clear—Anti-PR is not waiting for permission. It's not playing the old PR game, It's about using crisis techniques and the media's own algorithms to generate a consistent amount of positive press.

The Shift in Power: MSM vs. The NEW Network Media

Anti-PR is NOT about kowtowing to mainstream media (MSM). In fact, the real power today is in NEW network media— the decentralized, fast-moving, high-trust sources that are shaping public opinion before MSM even realizes it's happening.

Every day, MSM calls my firm, asking what narratives are being shaped in:

01

Trade publications

02

LOCAL Media

03

Alternative media like podcasts

04

Influential bloggers—many of whom used to work in MSM, by the way...

■ 06 / THE NEW NETWORK MEDIA

These so-called “obscure” publications and online channels?

**30K, 70K, 100K+ followers,
listeners, and KEY decision
makers—and growing.**

They shape industry conversations before The Wall Street Journal even touches it.

And yet, startups still panic: “We weren’t in TechCrunch right away, or the WSJ—are we even relevant?” Listen to me: That will come.

**High-tier media doesn’t create influencers
—it chases them.**

They only want to write about you once you’re already known. So become an influencer. Build your own audience.

This isn’t just about social media. Social media amplifies your public opinion efforts—but the NEWS creates them.

Today, it’s about grassroots PR—rebuilding the media from the ground up.

Who are the trusted sources? You create them. Who shapes the conversation? You do. You don’t get written about—you control the narrative.

■ 06 / THE SCALABLE STRATEGY

RELENTLESS. SCRAPPY. SCALABLE.

Anti-PR is not about one-hit wonders. It's as scrappy, hardcore, diligent, and persistent as what it takes to scale a startup.

Your storyline should evolve with your expansion – hell, serial entrepreneurs have their story go ahead of them and warm of the markets before they even market.

Any unknown entity can create a background story. Because PR is not a vanity metric.

IT'S SURVIVAL. IT'S INFLUENCE. IT'S POWER.

And the companies that understand this? They own the future.

07

THE PROOF

WHEN THE NARRATIVE CHANGES.

CASE 01 / THE THREAT

THE MEDTECH STARTUP THAT BEAT THE PR MACHINE

Let me tell you a story about a scrappy, small MedTech startup that did everything right—but still couldn't get good press. They were changing the game in cardiology. Their tech helped cardiologists detect heart arrhythmias in near real-time, cutting out an entire ecosystem of middlemen that slowed down life-saving treatment.

But guess what happened? A larger competitor sued them for patent infringement. Why? Because patent lawsuits are the easiest lawsuits to file. They don't even have to win—just create enough noise to stall momentum and scare investors.

And then? They got blackballed by traditional media.

- Reporters stopped answering their calls.
- Their reputation was under attack.
- They were burning money—spending the equivalent of three life-saving MedTech devices just in legal fees trying to survive.

■ 07 / THE PROOF

THE COURT OF PUBLIC OPINION.

CASE 01 / THE RESPONSE + RESULT

| Then they switched to Anti-PR.

- They took their fight to the court of public opinion.
- They flooded trade media, podcasts, geographical TV interviews, radio, and bylined articles with their story.
- They didn't go on the defense...
- They "ATTACKED" by using their cardiologists and their patients to tell their stories.
- They used new media to shift the conversation from legal trouble to how they were saving cardiac patients' lives.
- They filled the vacuum with a torrent of LIFE SAVING stories.

The result?

The big behemoth settled. The startup looked too good, was helping too many people, and was controlling the narrative.

Today? They just closed their Series D and are two years away from an exit.

■ 07 / THE PROOF

Can you share an example of a company that saw massive success using this strategy?

CASE 02 / CYBER SECURITY TRAINING

I've seen many. I saw cyber security training go from being something that people had their head in the sand about thinking only that their mal-ware or virus protection would solve the issue to cyber security training being a \$BB industry. All using this strategy.

CASE 03 / CHARGEBACK MITIGATION

I've seen the chargeback mitigation industry go from being a subject too taboo to be talked about due to VISA and MC being so willing to penalize merchants that spoke up about its abuses to chargebacks going from being a profit center to a cost center for them. All using this strategy.

08

THE MATH

CALCULATE THE VACUUM.

How do you really determine the MATH – how much of a vacuum you have to fill

You determine the “vacuum” — or how much Share of Voice (SOV) you need to dominate — through the IVS (Influencer Vulnerability Score)™ calculation, which is rooted in quantifiable metrics and multipliers based on audience psychology, exposure, and industry factors.

Here’s the breakdown of the math:

01 TAM for PR (Total Addressable Market) before revenues: You research and quantify each target audience (e.g., number of pediatricians in the U.S.) using reliable sources like the U.S. Bureau of Labor Statistics.

02 Barriers to entry multiple: Count the number of major problems or challenges the client needs to overcome.

**AUDIENCE • BARRIERS • RESISTANCE
FAMILIARITY • EXPOSURE**

■ 08 / THE IVS™ INPUTS

INSIDE THE IVS™.

Resistance to change multiplier: Based on emotional resistance in the target audience. It's rated as:

2.5x

= low resistance

5x

= medium resistance

10x

= high resistance

Law of familiarity multiplier: Based on how well the brand/message is known:

20x

= well-known brand

50x

= new or saturated market

Exposure metrics: Use press tracker data for:

- Press release exposure (impressions/pickups)
 - Earned media publicity (circulation from placements)
-

These variables combine in a formula within the IVS spreadsheet to determine how large a vacuum exists — i.e., the total audience and influence gap the brand must fill to gain majority recognition and dominate mindshare.

■ 08 / MEASURABLE RESULTS

How does Anti-PR compare to traditional PR when it comes to measurable results?

Anti-PR starts off with the calculation of the vacuum you truly need to fill. It's your Share of Voice. It's called InfluencerVulnerabilityScore™

01 Total addressable market (TAM) in people... who you are selling to AND those that influence who are you selling to

02 The Barriers-to-entry multiple

03 The Human-emotion-and-reaction multiple

04 The Law of familiarity (20X - 50X) multiple

Know this number. Find KOLs and channels that speak to larger audiences of decision makers.

DING IN THE MESSAGE.

I say DING IN advisedly – DING IN means to do something over and over and over even when your too tired to go on...

09

THE ACCELERATOR

FILL THE VACUUM FASTER.

How you fill that vacuum FASTER than what you are doing now

(Hint: Use the IVS™ and find large key opinion leader channels to communicate your solutions via 3rd-party credibility)

To fill the vacuum faster, the IVS tells you what needs to be done, and you accelerate results by amplifying your message through high-reach, high-trust channels. Here's how:

- 01** Use the IVS to identify your biggest audience segments and focus resources on them.
- 02** Target key opinion leaders (KOLs) within those audience segments who already have large, trusted followings. Think: industry influencers, trade publications, and macro/micro influencers aligned with your market.
- 03** Communicate through 3rd-party credibility: Rather than self-promotion, you insert your narrative through earned media, interviews, guest articles, industry features, podcasts, and case studies.
- 04** Repetition with credibility = faster adoption. Because you're leveraging known channels + authoritative voices, your message spreads quicker, is trusted more readily, and breaks through resistance.

In essence, you multiply your reach and shrink the timeline by using strategic PR + influential intermediaries rather than going direct-to-audience with paid or owned media only.

■ 09 / START SMALL. STAY CONSISTENT.

How can startups or smaller companies use this approach if they don't have a big budget?

The media runs on algorithms and consistency. The key is rhythm.

- 01** Start small—publish news quarterly.

- 02** Get into trade journals, podcasts, and micro-bloggers.

- 03** Offer expert insights to local media on trending topics.

- 04** Stay consistent—momentum attracts MSM.

Even with a small budget, strategic persistence builds major media presence over time.

10

THE STORY ENGINE

BUILD STORIES THAT TRAVEL.

What are some of the content media algorithms that CAUSE good news stories?

Content media algorithms — especially across social and news platforms — are built to promote stories that drive engagement, emotional response, and shareability. Ironically, “good news” stories often succeed when they follow the same algorithmic cues that make controversial or negative stories go viral — but with a twist.

Here’s what causes good news to trigger algorithmic uplift:

MEDIA ALGORITHM TRIGGERS THAT DRIVE STORY UPTAKE

01 Harm, Scandal, Controversy or Conflict → Resolved

Algorithm loves: outrage, injustice, danger.

Anti-PR leverages: stories that highlight the danger or harm but then resolve it with a disruptive solution.

Example: “How this startup is ending the \$300B waste of insurance fraud” – it hooks harm + fixes it.

02 Financial Issues

Algorithm loves: stories about wasting, making or saving money, especially massive figures.

Anti-PR leverages: show the financial disruption of the solution.

Example: “How one AI platform saved hospitals \$7M a year in admin costs.”

■ 10 / MEDIA ALGORITHM TRIGGERS

MAKE THE STORY MATTER.

03 Prominent Entities

Algorithm loves: familiar names, whether celebrities, politicians, or major corporations.

Anti-PR leverages: tie your solution to a giant's failure or success.

Example: "Why Google is failing small businesses — and what this startup is doing about it."

04 Gender & Cultural Conversations

Algorithm loves: identity-based stories that relate to current cultural conversations.

Anti-PR leverages: tell empowerment or exposure stories through the lens of gender/identity.

Example: "Meet the woman disrupting the male-dominated cybersecurity world."

05 The Opposition or Invalidation of Something Widely Accepted

Algorithm loves: challenging the status quo.

Anti-PR leverages: attack the old, promote the new.

Example: "Why the mental health industry is broken — and the AI platform that's fixing it."

Algorithm loves: tribalism, debate, polarized reactions.

Anti-PR leverages: highlight where your story defies the norm or takes a bold stand.

Example: "Why this CEO is against remote work — and how it saved his company."

■ 10 / THE EMOTIONAL CONNECTION

And then... the kicker:

Good news wins when it provides the solution to those very problems — wrapped in a story format that feeds into emotion, urgency, or novelty.

These stories:

- Promise a better future
 - Introduce a new category or fix
 - Align with public sentiment (or challenge it strategically)
-

What does emotion have to do with it and how can you use it?

Emotion is the bridge between thought and action. People don't act based on facts alone — they act when something makes them feel. That's why emotion is at the heart of all effective communication, especially in mass media. To use it strategically, you must:

- Understand your audience's emotional state — their fears, frustrations, hopes, and resistance.
- Identify the emotional barriers or triggers around your topic or industry.
- Apply the right methodology to shift or amplify those emotions in a way that drives your desired action — whether it's trust, outrage, urgency, or hope.

This isn't guesswork — it's science. Mass communications is built on a codified body of knowledge that, when applied correctly, moves public opinion and generates results. If you want behavior change at scale, emotion is your most powerful tool — and you need to know how to engineer it.

■ 10 / THE FIRST THREE SHIFTS

What are the first three things a company should do to shift to an Anti-PR mindset?

01

Quit selling the solution—exploit the problem.

Controversy is just a long-term disagreement. Find the biggest tension in your industry and own it.

02

Communicate the problem relentlessly.

Look at healthcare—it's an economic, ethical, and regulatory mess. So many angles, and they all lead back to one thing: the problem.

03

Weave in your solution naturally.

When the problem is big enough, people want the solution. And the media follows.

11

THE CADENCE

MAKE VISIBILITY RELENTLESS.

What timing algorithms you need to be consistent?

To influence perception and drive action, consistency in timing is non-negotiable — because the Law of Familiarity states that people only believe and trust what they see over and over again. Visibility must be frequent, sustained, and strategic. Why? Because according to cognitive science, like Ebbinghaus' Forgetting Curve, people forget most of what they see or hear within days — and almost all of it within 90 days. So if your messaging isn't repeated consistently, you lose the attention, retention, and ultimately, the trust of your audience.

This is why timing algorithms must follow a rhythmic, high-frequency cadence:



Earned media exposure weekly or bi-weekly



Narrative-driven stories monthly



Quarterly high-impact credibility campaigns



Ongoing social reinforcement and repurposed assets

This approach keeps your brand top of mind, builds credibility through repetition, and creates the sense that your company is everywhere — a necessary perception for leadership positioning and market dominance.

**In short: The market only believes what it remembers.
And it only remembers what it sees repeatedly.**

■ 11 / COUNTERING BACKLASH

How do you counter backlash or negative press using Anti-PR?

It's simple: do the math (how many people in your market and how many people influence them), and fill the vacuum. Every crisis has one saving grace—the media loves the opposing view.

01 Proof wins. Publish what you can prove—then publish it again and again and again.

02 Be louder, be consistent. The story that gets told the most becomes reality.

03 Flip the narrative. If the attack is about compliance, turn it into innovation. If it's about risk, turn it into disruption.

12

THE NEXT DECADE

OWN THE FUTURE.

The Future of Influence: Own the Next Decade

The rules of PR are changing. The old way—where you had to beg for media attention, hope for a journalist's interest, or rely on outdated PR tactics—is dead.

Today, the companies that win are not the ones with the best technology. They're the ones that understand how to control their own narratives. They don't wait for permission. They don't wait for validation.

They shape the conversation, dominate the attention, and make themselves impossible to ignore. And that's why the choice is simple for those of you that really DO have superior technology:

**Control your story.... or you risk
someone else writing it for you.**

The companies who understand this will own the future. Ask yourself... Will that be you?

■ 12 / THE FUTURE OF INFLUENCE

Where do you see media and brand influence heading in the next 5 years?

I have a unique perspective—I've interviewed disruptive tech innovators on my podcast every week since the pandemic. Many left corporate jobs, frustrated with the status quo, and decided to build real change. COVID was a wake-up call. Their biggest challenge? Awareness and education. They're realizing that to succeed, they must become great storytellers. We're entering a golden age of storytelling—where educating markets, businesses, and consumers on the status quo and why it must change is critical. With AI and digital transformation accelerating, storytelling will become more powerful than ever.

If you had to give CEOs one piece of advice on owning their narrative, what would it be?

Stop selling your product in PR. Nobody cares about your solution—until they know you understand their problem.

PR is top of funnel. Your TAM isn't just revenue—it's people. Only 3-7% of your ICP will buy at any given time. 3% now, 4% later. Your job? Educate the market on the problem and why it matters. People buy the why before the what.

If the problem isn't solved yet, use math. How many times do you need to tell your story? To how many people? Until they think the way you need them to? Once they get it, marketing converts.

An educated audience is infinitely easier to sell to.

■ 12 / PUT THE PLAYBOOK TO WORK

What's next for Anti-PR, and how can companies start implementing it today?

Anti-PR is a movement. If you're a disruptor or innovator, you're already part of it. To start:

- 01** Define your market. How many people need to be educated? How often?
- 02** Clarify the problem. What do you really solve? Why does it matter?
- 03** Publish real news—no fluff. Release stories on the wires, pitch journalists, podcasters, regional TV, and radio. News talk and sports talk radio? Highly educated business consumers.
- 04** Pick key mainstream outlets and stay consistent. Quarterly, monthly, bi-monthly—just don't stop.

01 Founders: YOU are top of funnel. Thought leadership drives awareness.

02 Marketing is middle funnel. Whitepapers, eBooks, emails, ads—turn awareness into demand.

03 Sales is bottom funnel. Give them publicity ammunition to close deals.

PR isn't a vanity metric—it's your market's reality. Shape it.

■ 12 / THE COMMITMENT

Look, the reality is this— whether you choose to play the PR game or not, you're already in it. The only question is: are you in control, or is someone else pulling the strings?

This is not a tactic... This is a commitment.

You've built something powerful. You've put in the work. But if you're not actively shaping your own narrative, then you're leaving your future up to chance— and in this world, that's a dangerous gamble.

The next decade belongs to the companies, the founders, and the innovators who understand how to command attention, build influence, and make their story undeniable. Not by waiting. Not by hoping. But by strategically, relentlessly owning their narrative.

So ask yourself—what story is being told about you right now? And more importantly—who's writing it? Because if it's not you, then it's time to change that. Now.

Control your story. Own your influence. Shape your future.

Or someone else will.

■ FROM ONE FOUNDER TO ANOTHER

YOUR WORK DESERVES TO BE KNOWN.

I created Anti-PR to help innovators take control of their narratives—not wait for someone else to recognize their value.

You've put too much into what you're building to leave your story to chance.

When you're ready to make your work known, my team and I are here to help.

Karla Jo

KARLA JO HELMS

Founder, JOTO PR Disruptors™

LET'S TALK ABOUT YOUR STORY 

jotopr.com/contact_us

888-202-4614

DISRUPTION | EXPOSURE | INFLUENCE



CONTROL YOUR STORY. OWN YOUR INFLUENCE. SHAPE YOUR FUTURE.

KARLA JO HELMS
THE ANTI-PR PLAYBOOK

Anti-PR®

DIGITAL EDITION