



Spiral5 | *Starter Publicist Incubator FAQs*

What is the Starter Publicist Incubator?

This is a 14-month program (including the 8 weeks of training) designed to support you through your first year as a freelance PR pro. It's best suited for self-starter individuals who have strong communication skills and a network that can easily be translated into clients.

How much time should I expect to dedicate to the initial online training portion of the incubator?

The guided course is 8 weeks, although you are welcome to go at your own pace. We estimate 3-5 hours/week dedicated to the modules.

What does the course include?

- ✓ Access to the full course on Teachable
- ✓ Community forum
- ✓ Direct access to all instructors
- ✓ Feedback and edits on your assignments
- ✓ 3 Ask Me Anything mentorship sessions

Who is facilitating the course?

The course is designed and taught by Spiral5 Founder, Teresa Bigelow, alongside four other senior PR and communication experts and Founding Members of Spiral5. Course instructors have collectively helped hundreds of clients - from small startups to Fortune 500 companies, wellness brands to entertainment - tell their diverse stories in the world's top publications. We all currently run our own PR practices.

How much does it cost?

After paying an initial admin fee of \$100, accepted applicants will join the 8-week training program at no additional cost. Once you pass a skills assessment, and if you choose to move forward with the incubator, you'll then pay an \$85/month membership fee for 12 months in addition to 40% of any freelance revenue (\$1200 and above) sourced by Spiral5's network.

How do I qualify for the 12-month incubator?

Completion of the online course is required for the Starter Publicist Incubator. In order to be eligible for SPI, you must view all lectures across the 6 modules, as well as complete all assignments in *Module 3*.

What is the point of the 12-month membership fee?

The \$85/month fee covers your monthly 1x1 mentorship calls, including strategy support for clients sourced through your own network (for which you'll keep 100% of the fee). It also gives you access to our community platform, member resources, templates, guest speakers and more.

Do I still have to pay the membership fee if I'm not working with any clients?

In general, yes; however if 2+ months go by without any leads for you, we'll happily pause your subscription fee until we can get some movement!

If accepted into the incubator program, how quickly can I expect to be connected to clients?

It depends on the types of clients we have lined up and who is the best fit to take them on based on interests and previous work experience. But we'll aim to get you working as soon as possible! Most of our participants begin working with clients and/or as part-time support for other publicists or agencies within the first 2 months. Some participants have even gone on to work with their Practice Projects immediately following the training. Others have ended up with full-time contract roles with larger PR firms. And remember, having a pipeline of potential clients through your own network will help make the transition faster and easier!

How much will I make per client?

Income varies. On average, we aim for \$1800/month contracts for a minimum of 3 months. Provided the client is paying a minimum of \$1200, Spiral5 keeps 40% of that revenue, so you'll typically receive a little more than \$1000 per month per client. However, this might fluctuate depending on clients' needs.

Junior Publicist roles with other PR pros and agencies typically pay around \$35-40/hour. You'll receive 60% of the revenue if the PR agency or PR pro is outside of the Spiral5 ecosystem. However, you'll keep 100% of the income you generate from other Spiral5 members, in addition to anything you bring in through your own network.

What happens if I want to quit?

It's no problem. We'll pause or cancel your subscription, but you *will* lose access to the community, resources, mentorship and course curriculum.

Additional questions? hi@spiral5.com