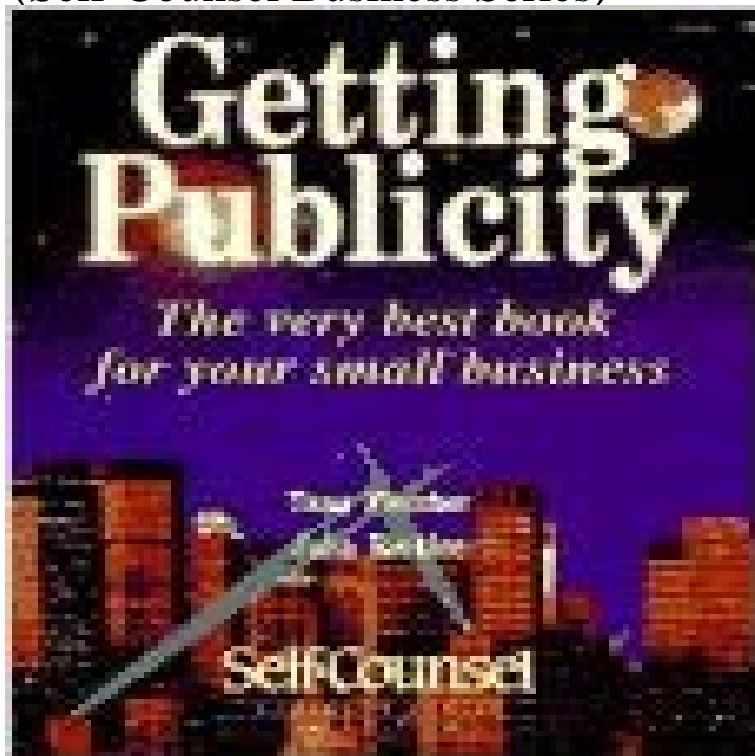


Getting Publicity: The Very Best Book for Your Small Business (Self-Counsel Business Series)



There's no doubt about it, media exposure is great for business. This book offers inside advice on how to attract media attention and how to profit from free publicity. These low-cost promotional strategies are aimed specifically at small business owners and entrepreneurs who have the ambition but not the budget. Includes tips on: -- Putting together a publicity planner-- Preparing an effective media kit-- Mastering the media interview-- Effective writing skills-- Implementing your publicity program successfully. This updated and expanded edition features new chapters on holding a news conference and getting on radio talk shows, where over one million interviews happen every year.

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