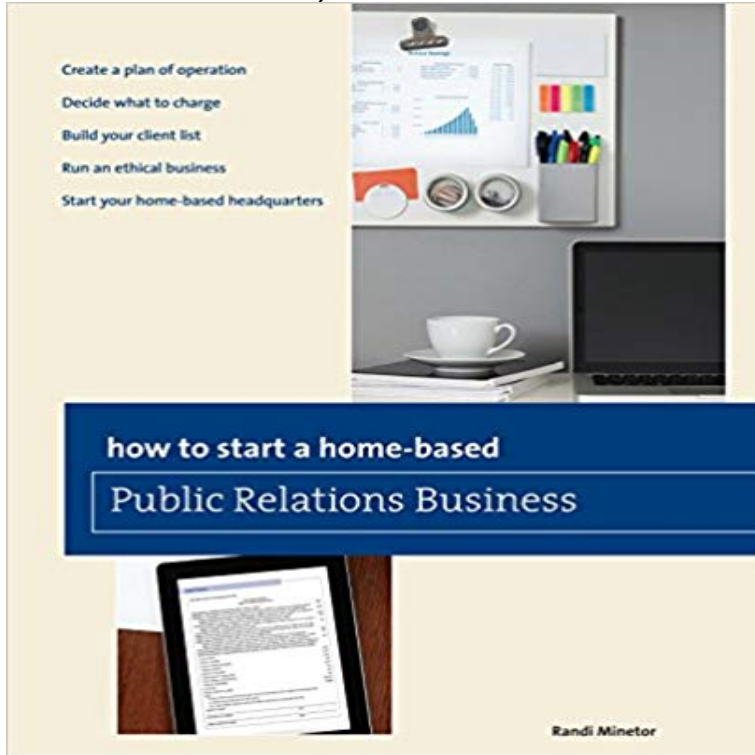


How to Start a Home-based Public Relations Business (Home-Based Business Series)



Everything you need to know to run a profitable and satisfying public relations business from your home. Learn all about generalization versus specialization, how to make and manage money, running an ethical business, and building client relationships in this comprehensive guide that takes you through every aspect of setting up and running a thriving home-based public relations business. From your business identity and marketing techniques to guarding against your own errors and cashing out, each chapter can help you build your own successful home-based public relations business, whether you are just starting out or a seasoned PR professional. Look for useful charts and worksheets throughout the book, including: Home Office Location Screening Checklist, Three-Tiered Prospect Pitch List, Estimate Questions and Form, Budget and Cash Flow Projections, Interviews from the Field.

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