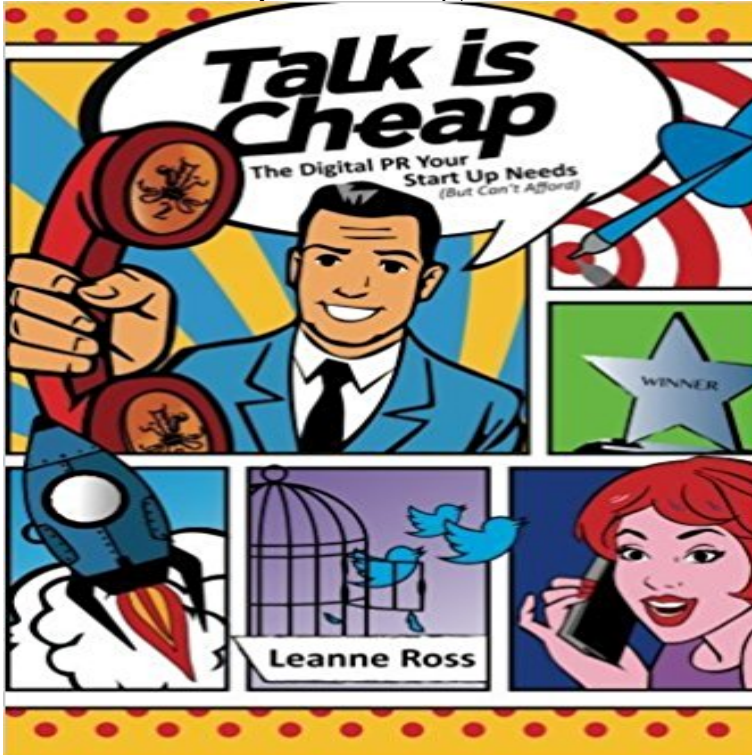


Talk Is Cheap: The Digital PR Your Startup Needs But Cant Afford



Running a small business or launching a startup? Think you need to hire someone to do Social Media or land you media coverage? That's what the big agencies want you to think... Award-winning Communicator Leanne Ross has worked with some of Ireland's leading agencies and spent years teaching charities, SMEs and eCommerce retailers how to digitally PR their brands. She believes anyone can do their own PR, with a little know-how. In *Talk Is Cheap* Leanne hands over a decade's worth of knowledge and experience to the next generation of entrepreneurs and business leaders on every aspect of Marketing their business in the Digital World - from traditional media coverage to entering awards, using social media to connect with customers and grow your own business profile, as well as how to evaluate the worth of all the work you're doing to your bottom line. So why take Leanne's advice? Because she used the very steps within this book to build her career, going from just another PR girl to an industry leading voice in Ireland by the age of 30. Does that make her the best? Not necessarily. But it makes her the best at promoting herself and that brings business.

Just like you're trying to do. Through a mix of blogging, media coverage, social media networking and industry awards - all PR tactics included in the book - she built a flourishing freelance career in a crowded market. This book is her brain. Read it. Then go PR-yourself!

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