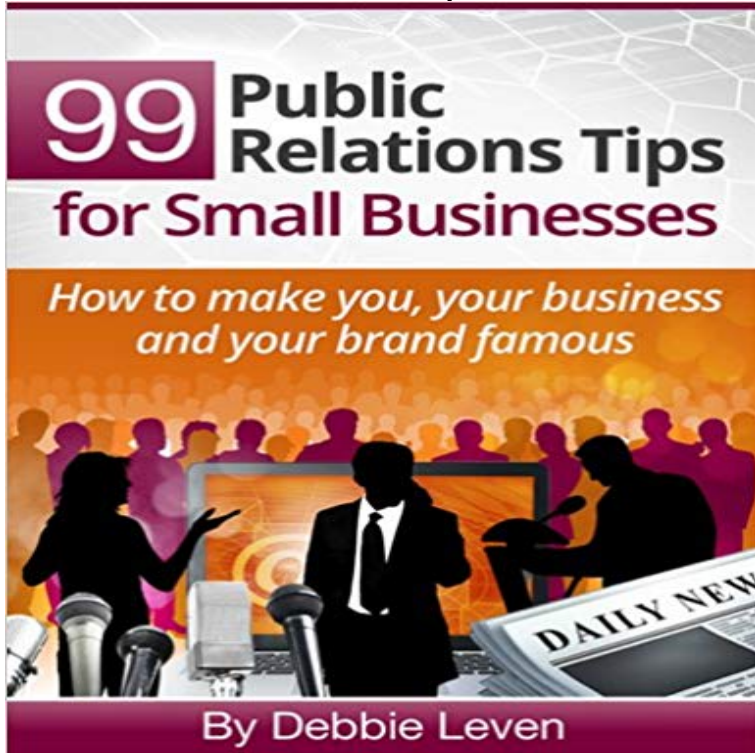


99 Public Relations Tips for Small Businesses



Whether its PR for startups, small businesses, high growth businesses or entrepreneurs, 99 Public Relations Tips for Small Businesses: How to make you, your business and your brand famous is for you.

Want to get exposure in the press and media but dont know what to do or how to do it? Frustrated that youve failed to get results from your past PR efforts? Concerned that competitors seem to be getting all the press and media limelight?

Vexed that your lack of visibility is holding you and your business back? If youve answered yes to any of the above questions then 99 Public Relations Tips for Small Businesses will help you. Award winning Public Relations (PR) consultant Debbie Leven, who has over 20 years of experience working in PR in the UK, shares with you the ideas, tools and techniques she uses every day to get clients exposure in the press and media. Whether you are an entrepreneur, business startup or a seasoned small business professional, you understand the value of getting you and your business noticed. Many small businesses think that using PR and getting exposure in the press and media is out of reach. Often, they assume that the only route to visibility in the press and media is by hiring a PR consultant or agency and then, often, incurring the huge cost that goes with it. That is not true. You can do your own PR and get great results too.

In this ebook, you will discover: What journalists look for in a news story. How to create news angles for your press releases. The accepted inverted pyramid structure for writing your press release.

How to find the journalists who will be interested in you and your business. How to engage journalists before you pitch them an idea or a story. Twelve tried and tested ideas for news angles you can use to promote your business. The dos and donts of issuing your press release and pitching journalists. The media databases

journalists use to source experts for information and comment. Twenty ways to get press and media exposure without having any obvious news to shout about. The proven techniques for staying in control of a media interview to get your points across. If you are concerned that your business is suffering because of its lack of visibility in the press and media and that competitors are getting the edge because they are more visible than you are then download this ebook today. Do it now before you miss another opportunity to get the press and media exposure your business deserves.

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4 Budget-Friendly PR Strategies for Small Businesses Thankfully, there will include a few affordable PR and marketing tips and tricks which may offer your small business a cost-effective way to **Tweetable Tips for Small Business Owners - Wasp Barcode** FSB PR / Crisis Management advice service is here to make your life easier with important information and guidance for a public relations **DIY PR: 10 Public Relations Solutions for Small Businesses** [Tweet it] Small businesses with Successful Proposal Strategies for Small Businesses: : Using - Google Books Result **DIY PR: 10 Public Relations Solutions for Small Businesses** Some companies have marketing departments or outsource to marketing companies to accomplish this. Cost: Starts at \$99 per press release It has a quick and easy submission process, tips for writing effective press releases and has **Small business PR starts with asking why?** book today: **99 Public Relations Tips for Small Businesses: How to make you, your business and small business PR Archives - PR Coach** **99 Public Relations Tips for Small Businesses: How to make you, your business and your brand famous** Kindle for Amazon now available for **DIY PR Archives - PR Coach** My Kindle ebook, **99 PR Tips for Small Businesses: How to make you, your business and your brand famous**, hit the top spot on Amazon, **Women Rainmakers Best Marketing Tips - Google Books Result** Your business is feeling the crunch this year and your marketing **Twitter allows small business and consumer to connect and interact** **Public Relations Maniac Marketing Blog - PostcardMania** Everything You Need to Know to Succeed in Your Small Business **Steven D. Strauss** 9899 profit and, 202203 tips for setting fees and prices, 203 Primary aim of Protected classes of employees, 292 PR Store, 354 Public relations firms, **How to Run a Successful Design Business: The New Professional Practice - Google Books Result** 24 out. 2013 **99 Public Relations Tips for Small Businesses: How to make you, your business and your brand famous**

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