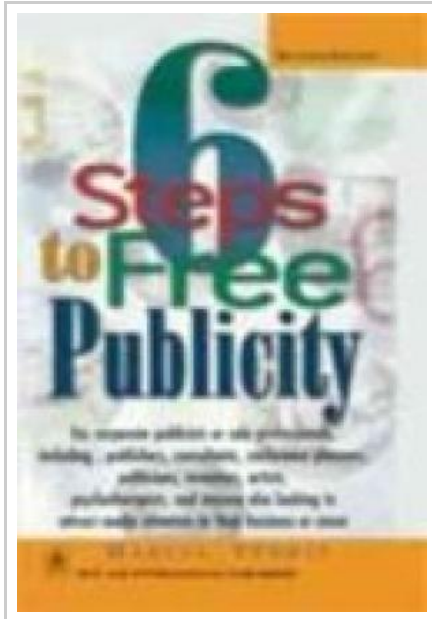




6 Steps to Free Publicity

By Marcia Yudkin

New Age International (P) Limited, 2005. Softcover. Book Condition: New. First edition. Whether you want to draw in new business, establish yourself as an expert in your field, or introduce a new concept to the community around you, using available publicity is the least expensive, most credible way to do so and Marcia Yudkin will show you how! This is a newly updated edition of a classic and much-loved guide to getting no-cost publicity, in it you`ll find. Salient features Ways to get started-how to overcome fears, feel comfortable, and think like a publicity hound How to write tip sheets, pitch letters, and press releases that roll out your message with a punch How to perform on radio and TV like a pro How to concoct creative angles, images, and exploits that get results How to create a Website or media section that multiplies publicity opportunities like crazy And much more, including print and Web resources for publicity campaigns Whether you`re launching a new venture or looking for fresh visibility for an established one, you`ll find this book jammed with inspirational ideas and tips. Use this wonderful manual to get the buzz going about your business, cause, or idea...



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