

## 6 Steps to Free Publicity



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### ***Reviews***

*It is simple in read easier to understand. I am quite late in start reading this one, but better then never. Its been designed in an exceptionally easy way in fact it is just following i finished reading through this publication where basically transformed me, alter the way i really believe.*

***(Ms. Christy Ondricka DDS)***

## 6 STEPS TO FREE PUBLICITY



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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 without draining all your profits. Printed Pages: 272.



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