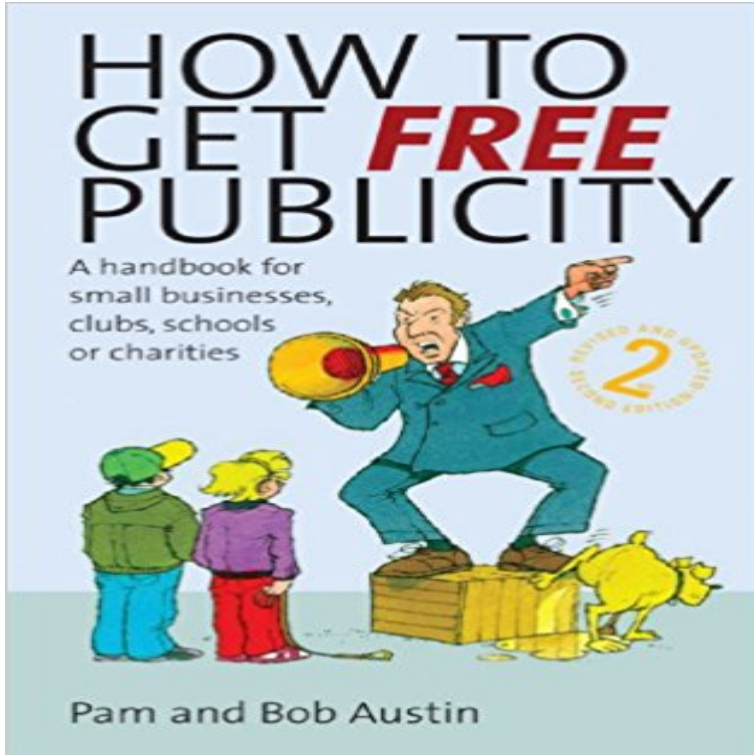


How to Get Free Publicity: A handbook for small businesses, clubs, schools or charities



This book will help you open the door to powerful free publicity. These days publicity is vital if you want to get your product, service, event or cause noticed. If you're a small business or a small organisation the chances are you won't have the funds to hire the services of a PR company to help you attract media attention. The good news is that if you have a story to tell or something new, free or amazing to offer then journalists will want to hear from you. You can make them come to you. This step-by-step manual takes you right through who you should target and what journalists are looking for, to practical suggestions for choosing and presenting stories that will get accepted by editors. You will discover how to write effective press releases and articles, how to deal with media interviews - and you'll even find out what you can do if a journalist gets your story wrong.

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