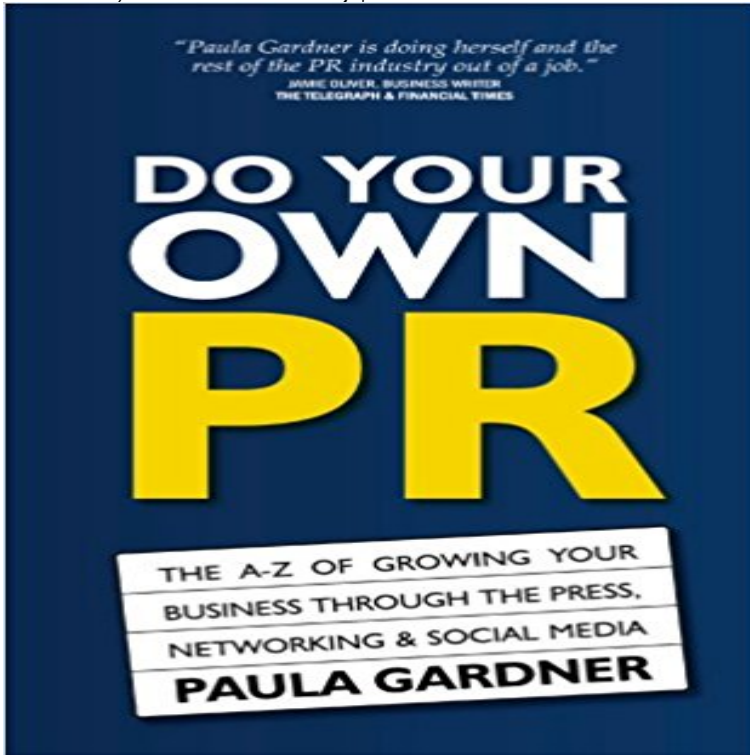


Do Your Own PR: The A-Z of Growing Your Business Through The Press, Networking and Social Media



Presented in an easy to follow A to Z format Do Your Own PR gives you all the insider secrets you need to harness the power of publicity and get your message spread far and wide. Whether you're on a small budget and need to cost-effectively promote your business or are simply keen to demystify the PR process and take control - this book shows you how. As well as up-to-date advice on using new tools such as Twitter and Youtube and traditional tools such as press releases, you will also learn first hand how others have used these approaches to grow their own success. Paula Gardner is doing herself and the rest of the PR industry out of a job. THE TELEGRAPH & FINANCIAL TIMES Paula has a gift for demystifying PR and making it easy-peasy for anyone, even if the only thing you know about PR is how to spell it! AMANDA ALEXANDER, CORPORATE MOTHERS packed full of practical, step-by-step activities for anyone wanting to grow their business also includes up to the minute information to help you navigate the Internet and make the most of social networking. FIONA ROBYN, AUTHOR OF THE LETTERS This is un-put-downable for any business trying to understand and keep up with PR in 21st century, just fabulous! LYNETTE ALLEN, AUTHOR OF BEHIND WITH THE MORTGAGE AND LIVING OFF PLASTIC lots of ideas and inspiration for ways [to] incorporate social networking into [your] PR Plan a must read. AMANDA OTOOLE, CARBIS BAY HOLIDAYS ...describes the tools, explains the processes and even gives you the worst-case scenarios... SUE DONNELLY, AUTHOR OF FEEL FAB AT 50

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