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“ Be Your Own Best Publicist ” lays out effective step-by-step actions to understanding your message and successfully getting it out. By thinking about – and then living – the ideas in this book, I am confident I will be able to “ highlight my differences ” in leveraging my uniqueness with my contacts.

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How to Be Your Own Publicist Create the Hook. To create your own publicity, you need to communicate your story to those who access the public through... Make a List. Make a list of media contacts that you think would be interested in your product or

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service. Prioritize the... Create a Mini Press ...

How to Be Your Own Publicist - BusinessTown

As social media and the notion of ‘ personal branding ’ becomes career management de rigueur, one of my favourite finds this year was Jessica Kleiman ’ s & Meryl Weinsaft Cooper ’ s Be Your Own BEST Publicist.. Written by New York publicists, the book shares insider tips on how to use PR principles to build your reputation, make yourself indispensable and promote yourself more effectively.

Be Your Own Best Career Publicist | Mary Goldsmith ...

Thankfully, there are several free and low-cost ways to be your own publicist. Know who you are and become the face of your brand – Simon Sinek said it best: “ People don ’ t buy what you do; they

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Here are Five Ways To Be Your Own Publicist

With a little bit of work and a lot of confidence in yourself, you can be your own publicist. Being your own publicist is like being your own advocate – telling everyone how much you believe in yourself and your book. Develop Your Personal Brand. The first key to being your own publicist is to develop your personal brand.

Be Your Own Publicist: Key Tips - ProWritingAid - the best ...

Be Your Own Best Publicist March 11, 2015 I ' ve worked with a Publicist for a while to help me with the load as my blogging business is rapidly expanding but I ' ve always believed and practised promoting my own work whether that was filmmaking,

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relations skills to achieve his or her goals.

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How To Be Your Own Music Publicist: Part 1 - Cyber PR Music

“ Be Your Own Best Publicist ” is not your father ’ s dusty old business book. It is a relatable, inspiring and great insight into the public relations world while helping you discover how to put your best foot forward into the professional world.

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One of the best ways to do this is to be your own publicist. Be passionate about your business and people will take notice. Be bold and talk to people about what you ' re doing or building because if you don ' t, who will? If you have additional questions about PR for your small business, contact me. *Originally appeared on Madame Noire.

In one of the toughest job markets in more than 20 years, applying the art of self-promotion is more vital than ever. Be Your Own Best

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Publicist shows anyone looking to land a new job, attract freelance assignments, stay essential in a current position, or get that coveted promotion, how they can use public relations skills to achieve his or her goals. Written by seasoned public relations pros Jessica Kleiman and Meryl Weinsaft Cooper, this helpful, easy-to-follow guide breaks down the fundamentals of PR and how to implement them to successfully promote yourself. Be Your Own Best Publicist will teach you how to: Set a personal PR strategy that gets results Build key message points and deliver them with style Craft the perfect "pitch" for each situation Network and develop relationships that will help you get ahead Use creativity to stand out from the competition Through humorous, informative anecdotes plus user-friendly tips and exercises, Be Your Own Best Publicist will arm you with the confidence, knowledge and tactics to help you market

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yourself in the workplace. Jessica Kleiman and Meryl Weinsaft Cooper have a combined 30-plus years experience in the public relations industry, having worked both in-house and on the agency side.

Even though publicity is free and provides impact and credibility that advertisements can't touch, the majority of business owners never give it a second thought. *How to Be Your Own Publicist* shows small business owners and entrepreneurs how to generate good PR without hiring an outside firm. Written in an engaging and accessible style, it combines guidelines to maximize, multiply, and even recycle publicity leads with templates, checklists, and step-by-step instructions to help publicity beginners secure positive, profitable media coverage.

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This effortless and unapologetic approach to self-promotion will manage your anxiety and allow you to champion yourself. Does talking about your accomplishments feel scary or icky because you're worried people will think you're "obnoxious"? Does it feel more natural to "put your head down and do the work"? Are you tired of watching the loudest people in your industry get disproportionate praise and rewards? If you answered "yes" to any of the above, you might be self-sabotaging. You need to learn to Brag Better. Meredith Fineman has built a career working with "The Qualified Quiet": smart people who struggle to talk about themselves and thus go underestimated or unrecognized. Now, she shares the surefire and anxiety-proof strategies that have helped her clients effectively communicate their achievements and skillsets to

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others. Bragging Better doesn't require false bravado, talking over people, or pretending to be more qualified than you are. Instead, Fineman advocates finding quiet confidence in your opinions, abilities, and background, and then turning up the volume. In this book, you will learn the career-changing tools she's developed over the past decade that make bragging feel easy, including:

- Get remembered by focusing your personal brand and voice on key adjectives (like "effective, subtle, and edgy")
- Practice explaining what you do in simple, sticky terms to earn respect and recognition from the public and people at work.
- Eliminate words that undermine your work and find better ones--like your bio saying you're "trying" or "attempting" to do something instead that you ARE doing it. If you're ready to begin Bragging Better--to telling the truth about your accomplishments with grace and

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confidence--this book is for you.

How to Get Publicity for Your Book is a DIY guide for savvy authors. Would you like to get great publicity for your book without having to spend money on hiring a publicist? Do you think that you have what it takes to be your own publicist and run your own campaign? If so, this book will show you how. I have spent countless hours dedicated to garnering publicity for authors and brands all across the United States and have found that although there is no one-size-fits-all method, there are constants. In this book you will learn what they are and how to apply them to your work so that you can achieve maximum publicity for your author platform. Learn how to create the tools that you need for professional media outreach, platform building, book tour/event planning and so much

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more. I will share with you the mistakes I've made, the successes I've had, the tools of the trade and what I've come to learn from all of my outreach so that you can use it for your own.

Currently a required text at The College of Aspiring Artists, the informative and entertaining book is designed to provide the fundamentals of media relations and publicity in order to effectively launch a publicity campaign. It will provide the step-by-step dynamics of structuring a press kit, biography, press release, fact sheet, media alert and pitch letter to pitching and understanding the media, and will make the process of becoming a Do-It-Yourself publicist fun.

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communicating the right messages about your products and services to targeted media-members and customers at the right time and place (public relations or "PR"), you can reach your goals fast and cost-effectively. And now, you can take advantage of "the power of the press" on your own without spending a fortune! This book gives you the inside secrets and a simple, step-by-step guide to build buzz and get noticed by the media. In a matter of hours, you'll learn the PR skills necessary to take advantage of free publicity and gain third-party credibility you simply cannot obtain any other way. If you want to take your business to the next level of success quickly and easily, read this book!

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managers and develop a direct relationship with everyone from the media to potential fans? Throughout her career, Dana Kaye has helped authors raise their profiles. As the head of her own independent PR firm, Kaye Publicity, Dana Kaye has succeeded in getting her client ' s books into the hands of as many readers as possible. She has been a driving force behind numerous bestselling authors across all genres, from thriller authors like Gregg Hurwitz and Jamie Freveletti to children's authors like Liz Climo and Claudia Gray, and now she brings her insights to you. Kaye walks writers through all of their options, taking the anxiety out of the pitching process and teaching them how to be their own best promoters. Sharp, intuitive, and user-friendly, Dana Kaye ' s guide is a must-have for all authors with bestselling aspirations. "When it comes to professionalism, hard work and dedication, Dana is the

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