

# **Mp3 Regina Lynch-hudson - Winning Your Publicity Battle: In A Fiercely Competitive Market**

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In a style that's spiked with the tonality of Barbara Walters and the brutal honesty of Joan Rivers, one of America's most zany publicists wields an instructional (and entertaining) CD that teaches you how to seize the limelight. 9 MP3 Songs SPOKEN WORD: Instructional Details: In no-holds-barred language, Regina Lynch-Hudson, nationally known as The Write Publicist, shares off-the-cuff-strategies for kicking up dust (star dust that is!) and emerging victorious in the battle for publicity. If you are looking to dominate your marketplace, this public relation's warrior's cutting edge strategies help you penetrate the media. With an Intro and topic headings orated by former CBS News Anchor Calvin Hughes, the new pull-no-punches CD "Winning Your Publicity Battle: In A Fiercely Competitive Market" improves your chances of getting covered in the press --- and poses the piercing question: "Are you even worthy of media coverage"? Not for the thin-skinned, the entertaining and educational CD forces listeners to put on a coat of armor and to take a long, hard look in the mirror. Fused with battle jargon, and sure-fire publicity and branding tactics, Hughes' sexy baritone vocals lend balance to the unexpected wry humor that Lynch-Hudson consistently hurls between lines of wisdom. Using real live client case histories, the zany publicist insists that everyone lusts to appear on Oprah, Phil Donahue, The Today Show, and to grace the cover of Newsweek. [And, is there anyone out there who doesn't?] After all, in an increasingly competitive marketplace publicity is the single factor that explains the difference between a merely competent surgeon or attorney and one that makes seven figures. It can make the difference between a book that is a best seller and one that collects dust. It is the crucial ingredient that fills bed and breakfasts to capacity, that lures major bookings for public speakers and generates sales for a product. Today, even celebrity evangelists of mega-churches hire publicists to broaden their images to larger-than-life proportions. So great is the value of publicity that the marketing of celebrity status now reaches travel, entertainment, sports, religion, the arts, politics, law and every area of business. This first publicity tutorial on CD crams a lot into 62 minutes, including: branding, approaching the media, defining demographics, and how to attract media attention in Cyberspace. "Winning Your Publicity Battle: In A Fiercely Competitive Market"

was originally recorded as a tool to "groom" clients for media exposure, and as a prototype to launch The Write Publicist's new service: creation of audio-books and promotional CD's for the politicians, physicians, authors, public speakers and personalities that she represents. The resulting audio message proved ideal for public consumption. The timing for distribution among communications majors is also ideal, following Lynch-Hudson's recent penetration of the college/university market. She was selected among public relations gurus nationwide to pen a segment of "Public Relations: A Values-Driven Approach" by professors David W. Guth, APR and Charles Marsh, Ph.D. Published by Allyn Bacon, the world's largest publisher of communications textbooks, more than 50 universities in the United States and Canada have adopted the textbook. Feisty, factual, and funny --- "Winning Your Publicity Battle: In A Fiercely Competitive Market" is however, unlike anything you'll read in a textbook or hear in the classroom. Lynch-Hudson pulls no punches as she reveals the trials, tribulations and triumphs of promoting celebrityhood: a rapper who was jailed just as press was breaking on his new album; a weight-loss specialist that she persuaded to adopt a 360-pound poster child; and, the deliberate theatrics behind coordinating the press conference for a \$2.8 million dollar national festival. With this audio-vibe in your car's CD-drive, your ride to work in morning's grizzly traffic will never be the same. The audio resource contains nine tracks set to a musical score of battle sounds --- challenging listeners from every conceivable industry to march out of the dim shadows of anonymity into the spotlight. Contact Regina Lynch-Hudson at The Write Publicist Co. 770-998-9911 or [thewritepublicist@earthlink](mailto:thewritepublicist@earthlink) View a sampling of her cast of publicity-loving clients at: [thewritepublicist.com](http://thewritepublicist.com)

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