

Public Relations Help

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Boost your Publicity through the Media. MP3 AUDIO PACK The perfect starter pack to get you off and running Did you ever wonder how some Australian companies get their names up in lights on television? And every time anything even vaguely related to them happens? Would you like to know how to do the same, and without paying for it either? Its really easy when you know how. Let me tell you what I learned in thirty years of journalism. Thats right! Ill share my secrets with you via my 28 chapter Publicity Boost audio pack. Youll be exposed to a wide range of tips and strategies relating to the media, understanding how the media operates, utilising the media to YOUR advantage, understanding how to sell yourself and your products through the media for free, how to handle media interviews and plenty more. And the price? Just \$33.00 AUD! Compare that with the cost of conventional training, not to mention the inconvenience of taking whole days out. You also receive the Publicity Boost details notes pack .

CHAPTER 1 Overview CHAPTER 2 Introduction CHAPTER 3 The media CHAPTER 4 The newsroom CHAPTER 5 The process CHAPTER 6 The reporter CHAPTER 7 If the story is wrong CHAPTER 8 Building relationships CHAPTER 9 Off the record CHAPTER 10 The exclusive CHAPTER 11 Getting on-side with the media CHAPTER 12 Getting off-side with the media CHAPTER 13 Story ideas for you and your business CHAPTER 14 Pitching those ideas CHAPTER 15 The news release CHAPTER 16 Your audience CHAPTER 17 The media interview CHAPTER 18 Different types of interviews CHAPTER 19 Interview checklist CHAPTER 20 The 10 second grab CHAPTER 21 Do not CHAPTER 22 Do CHAPTER 23 The media conference CHAPTER 24 Rapport CHAPTER 25 Dress CHAPTER 26 Nerves CHAPTER 27 The media data base CHAPTER 28 Conclusion Remember: When you are in front of the media it is your chance to promote your business, your products, your brand and yourself.

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