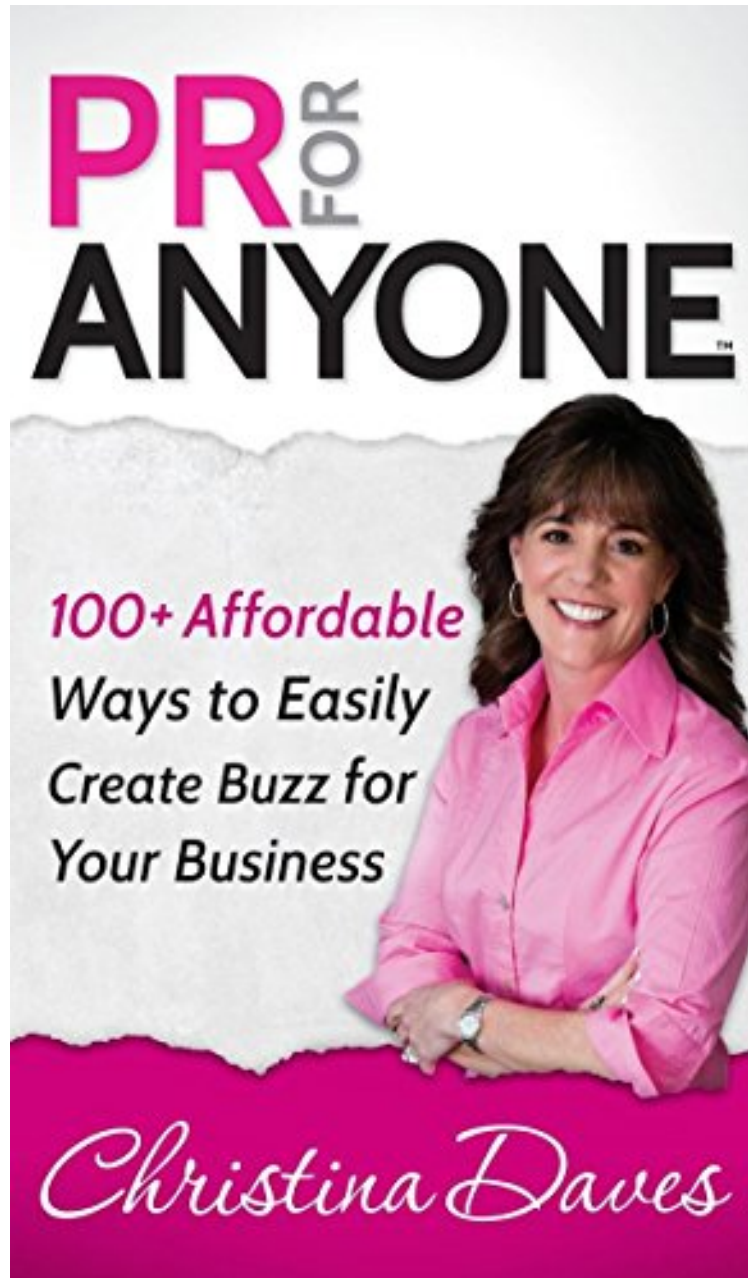


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PR for Anyone: 100+ Affordable Ways to Easily Create Buzz for Your Business

Christina Daves

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Christina Daves : PR for Anyone: 100+ Affordable Ways to Easily Create Buzz for Your Business before purchasing it in order to gage whether or not it would be worth my time, and all praised PR for Anyone: 100+ Affordable Ways to Easily Create Buzz for Your Business:

0 of 0 people found the following review helpful. Easily the most useful book I've purchased this year. By K. Atwater
This book covers a wide breadth of areas where PR can be applied to your business while remaining practical and readable. Lists of resources are also included. Easy and helpful reading, it's a welcome change from other business books I have suffered. If you're looking for a tome of PR minutia written by a tenured pipe smoker in a Harris tweed, this isn't it. It's fast-paced and the personal tone is like having someone who has "been there" simply lending you a hand.
0 of 0 people found the following review helpful. PR tips and resources that can produce a great ROI
By Chasen Chess
This is an delightful book that will take the PR neophyte from ground zero to PR hero in its jam packed 161 pages of helpful tips, tricks and resources. Christina is a blooming entrepreneur that shares her struggles and insights that took her from knowing nothing about PR to getting on hundreds of radio shows, newspaper, magazines and even national TV. She writes in a very understandable fashion and provides story after story that will keep you engaged and informed. For the minor amount of money you'll pay to own this book, you're going to reap the benefits that could create an ROI of thousands if not hundreds of thousands in sales.
0 of 0 people found the following review helpful. Great, easy read chocked full of info
By Chocolate Girl
I found a lot of diy or info in this book. She walks you through the steps from beginning to end. I can't wait to try some of these out. There are great resources in the book as well. The input from experts was surely a plus.

Small business owners have limited resources and often forego publicity, which is vital for establishing credibility in their industry. Appearing in the media gives the business owner a third party endorsement and can be influential in gaining new clients and customers.

"Publicity is key for any inventor or entrepreneur who has just begun to grow their business. I thought I knew everything about PR, but I learned some new techniques from reading "PR For Anyone". Christina really hit it out of the park with this thoughtful and informative guide for those trying to garner publicity. A must read for inventors!" -- Nicole Lininger, Communications Director, InventHelp
"Publicity for your business can seem overwhelming. As a successful business owner herself, Christina Daves has taken what she has learned the hard way and broken it down into simple tips on how to effectively handle your own PR to help take your business to the next level in a short amount of time." -- W. Kenneth Yancey, Jr, CEO, SCORE
"It's often said that 'any publicity is good publicity.' Whether or not this is true is debatable, but what isn't debatable is that nothing will boost your credibility and visibility faster than leveraging the inordinate power of the media. In "PR For Anyone", Christina lays out the exact steps you must take to become a media master and secure massive exposure. Her tips are priceless. . .as is this book. I highly recommend it." --Steve Olsher, New York Times Best Selling Author of "What's Your WHAT"?
About the Author
Christina Daves is a serial entrepreneur and award-winning inventor who founded "PR for Anyone." With no resources to promote her business, CastMedic Designs, she taught herself everything she could about PR to handle it herself. She had no experience in PR and no contacts in the industry but ended up appearing in over 50 media outlets (including national and local television, magazines, and radio) in her first year of business. From Steve Harvey and Dr. Oz to local affiliates of NBC, CBS, FOX, and the CW, to national publications like Parenting and Washington Post, Christina has been able to secure appearances in many major media outlets.