



Public Relations 247: Everything you need to know generate publicity for business success

Andrew Chow

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50 PROVEN STRATEGIES FOR GENERATING PUBLICITY FOR SMALL-MEDIUM BUSINESS OWNERS Many small-medium business owners do not really understand how to work with the media to generate buzz and publicity. This arises from the misconception that media publicity is exclusive to companies with corporate communications specialists. Creating media publicity is both an art and a science. Knowing your basics and adding a flair of creativity can help you create an effective pitch. Having good publicity will always enhance the public perception of your product and branding which in turn, supports your sales and marketing efforts. Public Relations 247 is written with entrepreneurs and small-medium business owners in mind, to impart everything you need to know on media pitching to generate publicity for you and your business.

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