

Title:

Becoming Your Own Publicist

Word Count:

429

Summary:

Becoming your own publicist is a logical step to take when promoting your business. You can us

Keywords:

Lead Generation Tips, Publicists

Article Body:

When big businesses develop products or services, they hire publicists to promote them. The pu

First, make a list of potential contacts in forms media you'll target. In other words, find jo

You can find many find journalists working for local newspapers nation wide. Simply call local

You're actually setting up a press conference. When you spoke to each reporter, you gave them

When the press knows your story, it will create a buzz about your business and be printed in n

This same technique used for exposure in magazines and other forms of media. Most have online

Did I mention this would not cost one dime?

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