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Hired
And
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Be Your Own Best Publicist

"Be Your Own Best Publicist is your guide to standing out from the competition. From developing a communication plan to networking effectively, Jessica and Meryl will teach you everything you need to know about how to leverage PR for career success."--Dan Schawbel, #1

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selling author of Me 2.0

**Be Your Own Best
Publicist: How to
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to ...**

Overview Set a
personal PR strategy
that gets results Build
key message points
and deliver them with
style Craft the perfect
"pitch" for each
situation Network and
develop relationships
that will help you get

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ahead Use creativity to
stand out from the
competition

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from Honest Mum
Believe in yourself to
sell yourself. You've
taken the step to set
up your own blog, you
may have even left full-
time... Know your USP:

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your voice and
authenticity. Everyone
has their own unique
selling point (USP), and
as a blogger yours ...

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Thankfully, there are
several free and low-
cost ways to be your
own publicist. Know
who you are and
become the face of
your brand - Simon

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Sinek said it best:
“People don’t buy what
you do; they buy...

Techniques To Get Noticed Hired And Rewarded At Work

Here are Five Ways To Be Your Own Publicist

One advantage of being your own publicist is that you know your product or service better than anyone else does. A great amount of time and effort can be expended apprising a PR firm or freelance

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publicist of your
company and its
products or services.
Even so, no one will
have the same
enthusiasm for your
company that you do.
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Be Your Own Best
Publicist. I've worked
with a Publicist for a
while to help me with
the load as my
blogging business is

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rapidly expanding but I've always believed and practised promoting my own work whether that was filmmaking, my journalistic work to right now, as a full time professional blogger. PR is vital.

Be Your Own Best Publicist I Vicki Psarias of Honest Mum

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With a little bit of work and a lot of confidence in yourself, you can be your own publicist.

Being your own publicist is like being your own advocate – telling everyone how much you believe in

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yourself and your book.
How To Use Pr
**Be Your Own
Publicist: Key Tips -
ProWritingAid - the
best ...**

One of the best ways to do this is to be your own publicist. Be passionate about your business and people will take notice. Be bold and talk to people about what you're doing or building because if you don't, who will? If you have

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additional questions
about PR for your small
business, contact me.

How To Use P
Techniques To
Get Noticed
**10 DIY PR Tips That
Will Help You
Become Your Own
Publicist**

A great publicist will be there to offer their professional advice on everything that relates to your brand, from your appearance, to how you communicate, to when you should release new music,

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what events to attend, what content should be featured on your website and so much more. Having a great publicist on your team is a great asset.

How to Know When You Need a Publicist - ASCAP

“Be Your Own Best Publicist” is not your father’s dusty old business book. It is a relatable, inspiring and great insight into the

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public relations world
while helping you
discover how to put
your best foot forward
into the professional
world.

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“Be Your Own Best
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effective step-by-step
actions to
understanding your
message and
successfully getting it

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out. By thinking about
– and then living – the
ideas in this book, I am
confident I will be able
to “highlight my
differences” in
leveraging my
uniqueness with my
contacts.

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business book. It is a
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great insight into the
public relations world
while helping you
discover how to put
your best foot forward
into the professional
world.

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colleagues, friends,
and family, it can be all
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Facebook misstep.
Here's how to avoid 5
of the biggest
mistakes,

5 of the Biggest Facebook Mistakes and How to Fix Them

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“Be Your Own Best
Publicist” lays out
effective step-by-step
actions to

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understanding your message and successfully getting it out. By thinking about – and then living – the ideas in this book, I am confident I will be able to “highlight my differences” in leveraging my uniqueness with my contacts.

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Publicist will teach you
how to: Set a personal
PR strategy that gets
results Build key
message points and
deliver them with style
Craft the perfect
"pitch" for each
situation Network and
develop relationships
that will help you get
ahead Use creativity to
stand out from the
competition Through
humorous, informative
anecdotes plus user-

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friendly tips and
exercises, Be Your Own
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you with the
confidence, knowledge
and tactics to help you
market yourself ...
Work

**Be Your Own Best
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Jessica/ Cooper ...**

Be Your Own Best
Publicist will teach you
how to: -Set a personal
PR strategy that gets
results.-Build key
message points and

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deliver them with style.-Craft the perfect "pitch" for each situation.-Network and develop relationships that will help you get ahead.-Use creativity to stand out from the competition.

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