



DIY Press Releases: Your Guide to Becoming Your Own PR Consultant

Susan Payton

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Seeking a Way to Attract Customers and Journalists to Your Company? You've Found It.

The go-to resource for small businesses and marketing managers who want to make an impact online through press releases.

DIY Press Releases: Your Guide to Becoming Your Own PR Consultant, 2nd Edition is a hands-on guide to writing and distributing press releases. It provides step-by-step instructions on coming up with news topics and formatting your press release correctly.

You'll learn how your brand -- no matter how small it may be -- can demand the attention of the media as well as boost your search engine results.

This book includes a wealth of information, including:

- Professional press release samples from PR firm
- Easy-to-use press release templates
- List of more than 20 press release distribution services, both paid and free

NOTE: *The 2nd edition, released June 2013, includes seven new press release examples for specific industries, as well as updated resources.*

Does This Describe You?

If you're a small business owner or marketing manager of a small company, you don't have a big budget to outsource public relations. This book was written for you. It's meant to be easily read and to help you start using these press release techniques immediately.

Written by Someone Who Knows Small Business

Susan Payton is the author of multiple marketing books, as well as a travel book. She's literally written hundreds of press releases for clients, and has helped them achieve fabulous media coverage. She contributes her knowledge of PR and marketing to blogs like Small Business Trends, AdWeek, BrandWeek, Mashable and more. She is the President of Egg Marketing & Communications, and frequently speaks about PR and marketing.

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Brenda Rodriguez:

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