



## Start Your Own Public Relations Business: Your Step-By-Step Guide to Success (Paperback)

By Entrepreneur Press, Jacquelyn Lynn

Entrepreneur Press, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book. The explosion of media opportunities and the rapidly changing communications landscape have served as key drivers for the public relations industry, creating huge opportunities for communications and PR specialists like you! Coaching you all the way, the experts at Entrepreneur show you how to parlay your PR experience into a successful new business. Our experts take you step by step from building the business foundation to managing day-to-day operations. Learn how to set up your firm, choose your market niche, prospect and sign clients, build media relationships, set fees, and more! Plus, gain priceless insight, tips, and techniques from practicing entrepreneurs and industry experts! Learn how to: \* Set up your own PR firm \* Choose your market niche \* Win over, sign, and keep clients \* Build strong, well-planned campaigns using the latest tools of the trade \* Develop prosperous relationships and partnerships \* Boost profits by expanding your business \* And more Go from public relations pro to CEO! Start your own public relations firm today!



**READ ONLINE**

[ 9.63 MB ]

### Reviews

*The very best publication i possibly read. it was writtern very perfectly and useful. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Wilhelm Predovic**

*The ideal publication i possibly go through. It is amongst the most awesome publication we have study. I am just easily will get a satisfaction of studying a published publication.*

-- **Shanie Cartwright**