



PR Tools to Toot Your Own Horn - Strategies and Ideas for Low-Cost Small Business Public Relations

Diane Seltzer

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2013 Small Business Book Awards Winner in Marketing Category

Whether you are an entrepreneur, owner-operated small business or simply have limited staff and resources, you most likely need to create and manage your own public relations strategies and initiatives. If you don't toot your own horn, who will?

Written by a 20 year marketing veteran and founder of Small Business Marketing Tools (SBMarketingTools.com), this book arms you with the practical knowledge and solid advice you need to develop and manage PR for your growing small business. With a focus on low-cost yet impactful ideas, this book is full of straight-forward, easy-to-follow strategies that any small business can use on their own.

Highlights include: how to build a PR strategy, managing common PR agency tasks in-house, identifying news worthy of a press release (along with how to write and distribute them), building valuable relationships with key media contacts and journalists, using specific social media PR strategies, targeting strategies for local public relations, building a website press room, creating a PR pipeline and more!

BONUS PR TOOLS: Book includes links to download free templates and guides – Press Release Checklist (for step-by-step creation, distribution and promotion planning), Press Release Template and Media Outreach Guide (to track and manage media outreach efforts).

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