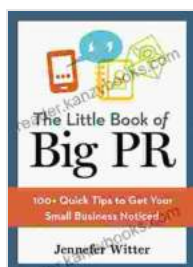


The Little Book of Big PR: An Indispensable Guide to Getting Your Message Heard

In today's competitive world, it's more important than ever to get your message heard. But with so much noise out there, it can be difficult to know where to start.



The Little Book of Big PR: 100+ Quick Tips to Get Your Small Business Noticed

★★★★☆ 4.2 out of 5

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| Language | : English |
| File size | : 668 KB |
| Text-to-Speech | : Enabled |
| Screen Reader | : Supported |
| Enhanced typesetting | : Enabled |
| Word Wise | : Enabled |
| Print length | : 130 pages |



That's where The Little Book of Big PR comes in.

In this comprehensive guide, author and PR expert Lisa Buyer shares her secrets for getting your message heard in a noisy world. She covers everything from writing a killer press release to building relationships with the media. Whether you're a small business owner, a non-profit organization, or an individual with a story to tell, The Little Book of Big PR has the tools you need to succeed.

Here's what you'll learn in The Little Book of Big PR:

- How to write a press release that gets attention
- How to build relationships with the media
- How to get your story covered in the media
- How to use social media to promote your PR efforts
- How to measure the success of your PR campaign

With The Little Book of Big PR, you'll have everything you need to get your message heard and make a difference in the world.

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About the Author

Lisa Buyer is the CEO and founder of The Buyer Group, a leading PR and marketing agency. She has over 20 years of experience in the PR industry, and she has helped her clients get featured in top-tier media outlets such as The New York Times, The Wall Street Journal, and Forbes.

Lisa is a sought-after speaker and author. She has spoken at conferences all over the world, and she has written for publications such as Entrepreneur, Inc., and Forbes.

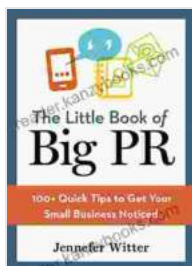
Lisa is passionate about helping businesses and individuals get their message heard. She believes that everyone has a story to tell, and she is dedicated to helping her clients share their stories with the world.

Endorsements

"Lisa Buyer is a PR genius. Her book, The Little Book of Big PR, is a must-read for anyone who wants to get their message heard." - Guy Kawasaki, author of The Art of the Start

"Lisa Buyer knows PR. If you want to get your message heard, read this book." - Seth Godin, author of Purple Cow

"The Little Book of Big PR is a goldmine of PR tips and tricks. I highly recommend it." - Brian Clark, founder of Copyblogger

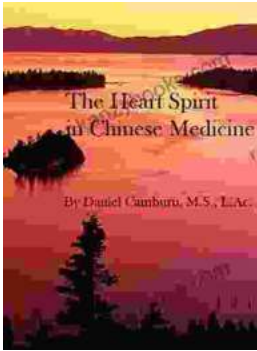


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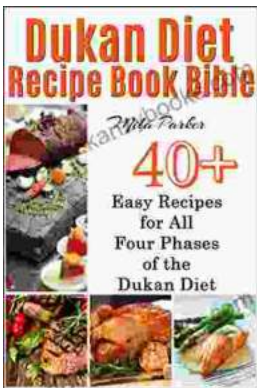
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