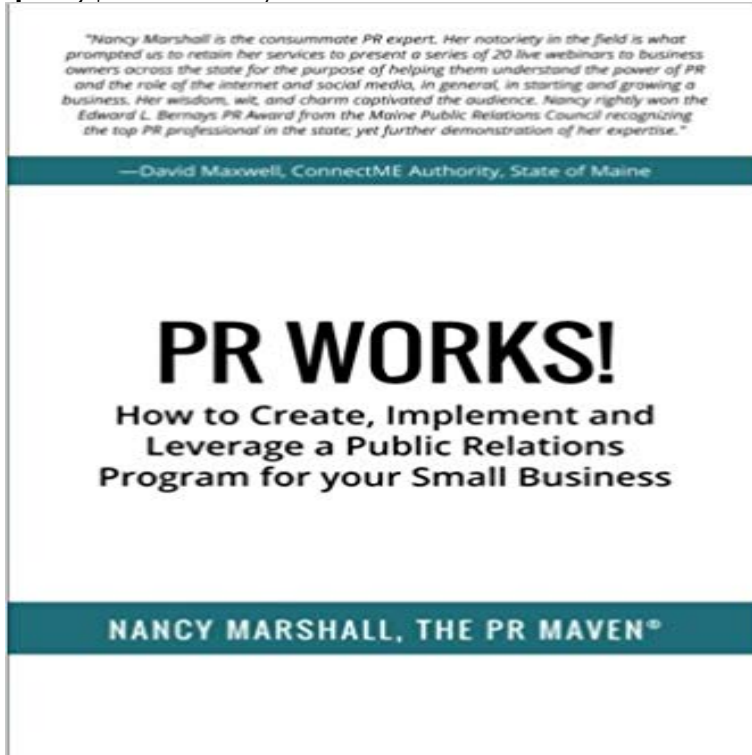


# PR Works!: How to create, implement and leverage a public relations program for your small business



PR Works! is a guide for small business owners who are looking to put together a PR strategy that combines the best of old-fashioned relationship building with all the new social media networking techniques. You'll not only learn how to plan and implement a PR program for your small business, but you'll also learn how to measure its success. And with the actual templates and examples provided by the PR Maven there will be no guesswork! Written by Nancy Marshall, The PR Maven, PR Works! is an essential tool for any business owner that wants to leverage the power of public relations. This book will guide you, step-by-step, on exactly how to create your own public relations program for your small business. You Will Learn... How Public Relations Works The Importance of Having a Game Plan The Art of Storytelling Social Media Programs That Generate Results Proven Ways to Increase Website Traffic The Secret To Scoring Big With The Media The Know, Like, and Trust Factor How To Position Yourself As An Expert Creating Your PR Team Measuring Success Plus, the author has included many helpful examples that you can repurpose and use for your own business. This book is the essential guide to help small businesses increase their profitability by implementing their own public relations programs. What Others Are Saying... Nancy is my go-to person as far as learning anything to do with PR, Marketing and communications for non-profits, for-profits, municipalities or individuals. She has a wealth of anecdotes to illustrate whatever she is talking about. - Professor Tom Morrione, Colby College I've known Nancy Marshall for many years and have always been impressed with her incredible understanding of how the PR world works. She's leveraged her 30+ years in public relations to build a powerhouse agency that is known as THE place to go if you want to

get your company in the spotlight. As PR has evolved with the addition of the digital world, Nancy has remained on the forefront effortlessly folding the new media opportunities into her bag of tricks. Her decades of experience, connections and smart business practices have truly earned her the title of PR Maven. Learning from Nancy is learning at the feet of the Master.- Drew McLellan, CEO, Agency Management Institute

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