

6 Steps to Free Publicity, Third Edition

Marcia Yudkin

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Marcia Yudkin : 6 Steps to Free Publicity, Third Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised 6 Steps to Free Publicity, Third Edition:

1 of 1 people found the following review helpful. If you're looking for a bunch of theories - look elsewhere. This book is the real deal!By Lisa RyanDefinitely worth the read! I'm always looking for ways to promote my company, Grategy.com, and this book was chock-full of ideas. Marcia Yudkin reminded me of some of the things I had been doing but got away from, as well as giving me a whole new set of ideas to implement. Through the National Speakers

Association, I was familiar with many of the people that she quoted in her book, so it was nice to see the real-world examples that she used. I also liked the fact that she encourages the reader to err on the side of getting publicity - not to turn down any opportunities. Recently I was invited to be a guest on HuffPost Live. Even though the topic was slightly outside of my area, I jumped at the chance to join the program. Being a long-time fan of Huffington Post Live, it was an honor to be labeled a "Gratitude Expert" on their site. A screen shot captured the moment - let the marketing begin! I felt that everything in the book was implementable - this was not a book of just a bunch of theories. I'm glad I made the investment in this book and I will continue to refer to it for new ideas on a regular basis. Thank you Marcia!

1 of 1 people found the following review helpful. Concise and Excellent Information
By Dave Bossert "6 Steps to Free Publicity" by Marcia Yudkin is an excellent book with plenty of practical advice. If you are a first time author then this book is for you. Most publishers today don't have the time or the money to properly publicize your book especially if you are a first time author with no track record. You will have to do a lot of leg work yourself and this book gives you the framework to do that publicity.

2 of 2 people found the following review helpful. CEO Uses this book Often
By ChiefExecutiveOfficer I love this book! Not only do I use it, but I follow it's steps even when working with my clients. For corporate and personal consultants like my company, ADvanceYour Future, a book like this is always a go-to for reference and reminders. I actually purchased this as a second copy!

Chavaz Knowles CEO[...]

Want the world to know who you are, what your company offers, or the urgency of your cause? With the popularity of the Internet, it's never been easier for an ordinary Jane or Joe to use publicity to spread the word. Whether you want to attract new business, establish yourself as an expert, build your company's reputation, or introduce a new concept to the community, free publicity is the cheapest, most credible way to do it. This thoroughly updated edition of *6 Steps to Free Publicity* includes detailed tips and techniques for utilizing 21st century grassroots publicity techniques--from blogs and social media to viral videos and podcasting--along with the basics of earning ink or air time. It also covers: Getting started--how to overcome fears, feel comfortable with fame, and think up newsworthy publicity angles. How to write tip sheets, pitch letters, articles, and news releases that roll out your message and keep you in people's minds and files. How to perform on radio, TV, or the Web like a pro. Publicity writing tips that ensure you'll be easily found online through search engines. Strategies for building an audience of fervent fans online or within a geographical or special-interest community. Author Marcia Yudkin has been turning words into money since 1981, when her first article appeared in *The New York Times*.

From the Back Cover "There are many good books on publicity. Yudkin certainly matches all the others and actually exceeds them in two areas--humor and creativity." --Booklist

About the Author Since her first appearance in print in the *Sunday New York Times* in 1981, Marcia Yudkin has built a global reputation as an author, publicity and marketing consultant, and speaker. Her 11 books include *Web Site Marketing Makeover* (Top Floor Publishing) and *Internet Marketing for Less than \$500/Year* (Maximum Press). Her articles have appeared in hundreds of magazines, including *The New York Times Magazine*, *TWA Ambassador*, *USAir Magazine*, and *Business 2.0* She has been featured in *Success Magazine*, *Entrepreneur*, *Business96*, *Business99*, *Home Office Computing*, *Working Woman*, dozens of newspapers throughout the world, and four times in the *Sunday Boston Globe*.