



Public Relations Made Easy

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The Secrets to Snagging Media Attention

Award-winning journalist Roscoe Barnes III pulls back the curtain to reveal what it takes to grab the attention of the news media. In his 20-year career, Barnes has reviewed thousands of press releases and conducted even more interviews. He draws on this expert knowledge to show you how to woo the press and stir up interest in your business and its products or services.

Barnes reveals:

- The 10 most common mistakes in publicity campaigns
- 11 tips for crafting a unique sales message
- 5 simple steps to writing the ultimate press release
- 8 proven ways to talk your way into the limelight
- 20 essential tools for launching an effective publicity campaign
- And more!

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