

Public Relations Business: Entrepreneur's Step-by-step Startup Guide

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Campaign for Your Success! The explosion of media opportunities and the rapidly changing communications landscape have served as key drivers for the public relations industry, creating huge opportunities for communications and PR specialists like you! Coaching you all the way, the experts at Entrepreneur show you how to parlay your PR experience into a successful new business. Our experts take you step by step from building the business foundation to managing day-to-day operations. Learn how to set up your firm, choose your market niche, prospect and sign clients, build media relationships, set fees, and more! Plus, gain priceless insight, tips, and techniques from practicing entrepreneurs and industry experts! Learn how to: Set up your own PR firm Choose your market niche Win over, sign, and keep clients Build strong, well-planned campaigns using the latest tools of the trade Develop prosperous relationships and partnerships Boost profits by expanding your business And more Go from public relations pro to CEO! Start your own public relations firm today! The First Three Years In addition to industry specific information, you'll also tap into Entrepreneur's more than 30 years of small business expertise via the 2nd section of the guide - Start Your Own Business. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges. Pin point your target market Uncover creative financing for startup and growth Use online resources to streamline your business plan Learn the secrets of successful marketing Discover digital and social media tools and how to use them Take advantage of hundreds of resources Receive vital forms, worksheets and checklists From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. We'll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success. **BONUS: Entrepreneurs Startup Resource Kit!** Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's why with Entrepreneur is also offering you

access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more all at your fingertips! You'll find the following:

The Small Business Legal Toolkit When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the how do I get started? questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business.

Sample Business Letters 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style.

Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects.

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