

Pr Superstar The Ultimate Toolkit For Writing Killer Press Releases

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~~PR Superstar: The ultimate toolkit for writing killer press releases~~ 2nd Edition by Susan Haswell (Author)

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PR Superstar is designed for everyone who wants to capture the power of press release writing; swiftly and without waffle. From the small business owner to the newcomer in a large marketing or PR department, PR Superstar is written with clarity, vision and insightful tips so that you can take your company to the media instantly, and with surprising results. PR Superstar is based on the author's 20+ years of experience in PR, sales and marketing, and the highly successful training courses that she delivers to companies throughout the UK. From the excellent results of clients and delegates, Sue has distilled the essence of this expertise and training into a short easy-to-read book. The book is peppered with PR case-studies illustrating what works - and what doesn't work, combined with a step-by-step toolkit that takes you through the actual thinking and writing processes of PR. A PR jargon-buster and a good helping of successful press releases, at-a-glance guides to the tools of PR and even a chapter on how to choose a PR agency, make this an indispensable asset for everyone who wants to make their marketing pound, dollar or euro work even harder! PR Superstar is a one-day journey to PR enlightenment.

How in the world do you sell more tickets for your event? Signing a mega-star is one way. Or there's The Ultimate Toolkit way where you use proven specific tactics and strategies to sell the last seat in the house. For any pro or college team or any large participant event who needs to sell more tickets.

A comprehensive guide into the strategies of the executive search professional that can be easily adopted by you and your business. Full of strong ideas and practical solutions that will enable you to lower costs, improve time scales and make sure you hire the very best talent in your industry. Adam Butler's career expertise and personable writing style combine impeccably to provide an easy to read account of the most up to date techniques and advice that will prove invaluable to anyone involved in, or interested in recruitment. This book offers both, immediately usable information in digestible chunks, and timely lessons for progressive companies that are looking to expediently boost their bottom line. A leader and expert in the field of recruitment, Adam runs two successful talent-sourcing businesses from his head offices near Chester. An entrepreneur at heart, Adam's brain always seems to be working at a million miles per hour formulating new ideas. In his own words he is an 'Ambassador for Hard Work, Optimism and Inspiration'. At home Adam is a family man where his wife and two children are the centre of his universe. "Adam has become my go-to-guy for finding and keeping genuine talent for my business. His book is a really valuable source of knowledge and practical techniques for anyone serious about growing their business and achieving super success." - Nigel Botterill, Founder of The Entrepreneurs Circle.

Making the sale is tougher than. That's why sales professionals and business owners who want to be the best need more than just smooth talk to make it in the sales business. Selling is a job that requires an updated toolkit for real, lasting success. This practical guide teaches you all the specialized skills you need to be a sales superstar. You'll learn how to better understand prospects, master the skills to draw in new customers, and discover the secret to closing any deal.

Ariana Grande always wanted to be a star. After honing her voice in community theater, Grande landed her first big role in a Broadway musical. On the Nickelodeon show Victorious, her dream of singing before a national audience came true. Soon Grande's music career was ready to soar. Her albums sold millions of copies, and fans from around the world flocked to see her perform. When tragedy struck her concert in Manchester, England, Grande responded with care and support for her fans. Trace Grande's journey from local talent to global superstar and see how she rocks the stage, advocates for mental health, and speaks up for women everywhere.

Gearred toward hopeful musical theater, show choir, a cappella, and glee club singers, as well as all shower singers that want to improve their skills, this enthusiastic and practical guide can help anyone's inner superstar-dom make a public appearance. Full of straightforward, well-organized advice for every step of the process, this book will help you train your vocal cords, pick the right audition material, and become comfortable with the spotlight. Interactive quizzes, helpful sidebars, and words of advice from industry professionals add a personalized and real-world touch. Author Ted Michael, a veteran of music and theater, along with the help of popular actors, actresses, and singers, provides all the tools young singers need in order to nail their auditions and nurture their natural show-stopping abilities.

The complete guide to WWE's biggest Superstars-past and present-including John Cena, Charlotte Flair, The Rock, André the Giant, Sasha Banks, and more. Features the latest information about competitors from RAW, SmackDown, and NXT. Page-by-page profiles of more than 200 of the biggest Superstars from sports entertainment history are packed with facts, trivia, and behind-the-scenes information. "Super Stats" boxes detail information on each Superstar, including career highlights and wins. The brand-new guide profiles popular competitors, from Hall of Famers to rising up-and-coming stars. Feature boxes highlight the Superstars' most fascinating and strangest moments in the ring. Each entry includes a stunning photograph and action scene. Check out all the latest on Becky Lynch, Big Show, Sting, Stone Cold Steve Austin, Roman Reigns, Shawn Michaels, Seth Rollins, and other favorite Superstars. TM & © 2017 WWE. All Rights Reserved.

Ever wanted to get your business featured in publications like Forbes, National newspaper websites, magazines and trade journals? Perhaps you've noticed the rise of blogging and wondered how your business can tap into this ready-made network of highly influential people to boost your credibility and get in front of your perfect target audience? In this groundbreaking book, the superstar Digital PR team from Exposure Ninja break down step-by-step their process for getting any business in any market coverage in the most relevant online publications. Whether you want to build credibility to become an authority, drive traffic to your website or attract the sort of links that turbocharge ranking, this book will walk you through the process. You will discover: How businesses of all size - from 1 person to 100,000 people - can utilise Digital PR for free publicity. How to identify the perfect market to maximise the impact of your Digital PR. How to generate ideas and angles for stories that publications will bite your hand off for. The 'secret underworld' of Sponsored Content and how to utilise it for maximum profit. How to use Content Marketing to spread your reach through infographics, articles, and videos. How to find and connect with the most influential bloggers in your market and have them sing your praises publicly to their audience. How to use contests to boost your social media following (including one example that generated over 3,000 entries for less than the price of three cups of coffee). How and why to use live events to explode your online visibility (clue: the strategies in this section won't have even occurred to your competitors). How to create and manage a workable digital PR campaign in whatever time you have available, whether it's 20 minutes per week or 8 hours per day. How to use two hashtags on Twitter to 'unlock' a hidden world of journalists desperate to write about you (clue: see an example of this strategy where we sent 3 tweets which got us featured in Forbes, The Telegraph, and The Guardian websites in less than 2 weeks). What most businesses don't realise is that journalists, editors, and bloggers are crying out for good stories to write about. Provided that you understand exactly what they are looking for and how to position your business in a way that makes you interesting, rather than have to push push push, these gatekeepers will be coming to you asking for more! About The Authors Charlie and Luke head up Exposure Ninja's Digital PR team. With years of experience running campaigns for businesses in every imaginable market (and even some unimaginable ones!), they have developed a set of simple, easy-to-follow systems that mean any business can get the sort of visibility online that previously seemed out of reach.Tim Cameron-Kitchen is a 5-time bestselling author and Head Ninja at Exposure Ninja. Having helped tens of thousands of businesses to improve their online visibility and attract more customers from the Internet, he is one of the UK's leading Digital Marketing authorities and now runs the 65-strong digital marketing company Exposure Ninja. Who Is This Book For? Whether you are a solopreneur looking for free advertising or a large multinational wanting to develop a Digital PR strategy to tap into the new generation of online authorities, this book will guide you through the processes that Exposure Ninja uses day in, day out to get coverage for their clients in any market. From e-commerce stores to tradesmen, the range of strategies covered in this book means that whatever you sell and to whomever you sell it, you'll find the perfect angle for you.Hidden ExtrasThis book comes with FREE lifetime updates and a digital marketing review worth £198. Details inside.

A step-by-step guide to designing and implementing an amazing customer service culture In today's competitive business environment, keeping customers happy is the key to long-term success. But some businesses provide much better customer service than others. It's not always clear what works and what doesn't, and implementing new customer service practices midstream can be a difficult, chaotic task. Business leaders who want to transform their business culture into one of customer service excellence need reliable, proven guidance. Unleashing Excellence gives you practical tools and step-by-step guidance tailored to your company's individual customer service needs. It shows you how to navigate your teams through every step of the implementation process to achieve true customer service excellence. The book covers the training and education of your group, how to measure the quality of your service, how to build a culture of personal accountability, and how to recognize excellence and reward it. Fully revised to include updated information on the latest tools and best practices, as well as the stories and lessons learned from those organizations that have used the process described in the book. Offers proven best practices for designing and implementing an excellent customer service culture Simple format divides content into nine "leadership actions" that guide you through a step-by-step process Shows you how to build a common customer service vision for your entire organization Customer service is vital to the survival of your business. If you want to move your organization's customer service practices from good to great, Unleashing Excellence is the key.

What are the do's and don'ts of being a good assistant lighting designer? What are focus tapes, and how do I use them? What is the best method for creating a magic sheet? What should be found in every assistant's kit? How do I make that first important leap into this professional career? Answer these questions and many more with The Assistant Lighting Designer's Toolkit. This definitive guide unlocks the insider-secrets used to succeed as a professional assistant lighting designer (ALD) - whether choosing assisting as a career or while transitioning to another. This book outlines, step-by-step, the challenges the ALD faces during every phase of production. Never before has a resource existed that views the design process through the eyes of the assistant. Intermingled among the nuts and bolts of the paperwork and essential procedures, top industry professionals reveal tips for personal survival in this challenging career - both domestically and abroad as well as in other careers in lighting. Within these pages are the industry secrets rarely taught in school! The author's website can be found at <http://www.aldtoolkit.com/>.