

Talk Is Cheap: The Digital PR Your Startup Needs (But Can't Afford!)

By Leanne Ross

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Running a small business or launching a startup?

Think you need to hire someone to do Social Media or land you media coverage?

That's what the big agencies want you to think...

Award-winning Communicator Leanne Ross has worked with some of Ireland's leading agencies and spent years teaching charities, SMEs and eCommerce retailers how to digitally PR their brands. She believes anyone can do their own PR, with a little know-how.

In "Talk Is Cheap" Leanne hands over a decade's worth of knowledge and experience to the next generation of entrepreneurs and business leaders on every aspect of Marketing their business in the Digital World - from traditional media coverage to entering awards, using social media to connect with customers and grow your own business profile, as well as how to evaluate the worth of all the work you're doing to your bottom line.

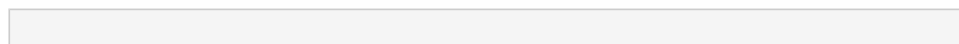
So why take Leanne's advice?

Because she used the very steps within this book to build her career, going from just another "PR girl" to an industry leading voice in Ireland by the age of 30. Does that make her the best? Not necessarily. But it makes her the best at promoting herself and that brings business.

Just like you're trying to do.

Through a mix of blogging, media coverage, social media networking and industry awards - all PR tactics included in the book - she built a flourishing freelance career in a crowded market.

This book is her brain. Read it. Then go PR-yourself!



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Editorial Review

About the Author

Leanne Ross is a Digital Communicator, Accredited Member of the Chartered Institute of Public Relations, Member of the Chartered Institute of Marketing and Commended in the CIPR 2015 Outstanding Young Communicator Award in Ireland. With a decade's experience supporting small businesses and startups to improve their overall Communications and, ultimately, their bottom line, Leanne has also assisted many PR Agencies to do likewise as the industry moves evermore into the digital sphere. She writes a blog (www.aCupOfLee.com) on the Northern Irish Communications industry, guest lectures at the University of Ulster and is a regular guest speaker, industry trainer and mentor of young entrepreneurs. She lives in Belfast with her New Zealand-born husband and her son.

Users Review

From reader reviews:

Frank Huynh:

A lot of people always spent their free time to vacation or perhaps go to the outside with them household or their friend. Do you know? Many a lot of people spent these people free time just watching TV, as well as playing video games all day long. If you need to try to find a new activity honestly, that is look different you can read a new book. It is really fun for you personally. If you enjoy the book that you simply read you can spent all day long to reading a reserve. The book Talk Is Cheap: The Digital PR Your Startup Needs (But Can't Afford!) it is rather good to read. There are a lot of people that recommended this book. We were holding enjoying reading this book. In the event you did not have enough space to deliver this book you can buy the particular e-book. You can m0ore quickly to read this book out of your smart phone. The price is not to fund but this book offers high quality.

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