Book Launched to Boost Small Business PR: 99 Public Relations Tips for Small Businesses

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Today, PR Coach Debbie Leven launches **99 Public Relations Tips for Small Businesses** a Kindle book on Amazon to help entrepreneurs, startups and small business professionals get press and media exposure to boost their brand and their business.

All too often it can be a struggle for small businesses to get heard above the noise and to differentiate themselves from the competition cost effectively. The expense of using a Public Relations (PR) consultant or agency is often out of reach. Yet, many small business professionals miss out on opportunities to get press and media exposure because they don't have the knowledge, tools, skills or processes to get PR results.

Speaking about the book, Debbie Leven said: "PR is a great way to get noticed but small businesses sometimes shy away from it because it can seem like a different world. Many assume PR all about contacts but the key is to really get to know what journalists want and to give that to them. I hope that this Kindle book, **99 Public Relations Tips for Small Businesses**, will encourage many more small business professionals to get stuck in and get the media exposure they both need and deserve."

The book includes tips and advice, including:
• What journalists look for in a news story.
• How to 'create' news angles for press releases.
• How to find the right journalists who will be interested in the business.
• How to engage journalists before pitching them an idea or a story.
• Twelve tried and tested ideas for news angles to use to promote the business.
• The media databases journalists use to source experts for information and comment.
• How to get press and media exposure without having any obvious news to shout about.

The book is available in the UK via Amazon for Kindle at:
http://www.amazon.co.uk/Public-Relations-Small-Businesses-ebook/dp/B00G4QZJAK/

Ends

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Notes to editors:
1. Award winning Public Relations (PR) consultant Debbie Leven has over 20 years of experience working in PR in the UK. She provides PR coaching and consultancy for clients. The Kindle book **99 Public Relations Tips for Small Businesses** captures the ideas, tools and techniques she uses every day to get clients exposure in the press and media.

2. More information on Debbie Leven is available via the PR Coach website: http://www.prcoach.co.uk

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