Small Business PR Ebook Hits Amazon Top Spot

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Debbie Leven, PR Coach, hit the number one ranking spot on Amazon with her Kindle ebook launched last month - **99 PR Tips for Small Businesses: How to make you, your business and your brand famous**. The ebook achieved the highest number of downloads for Kindle books in the Public Relations category in which it is listed.

The ebook provides tips to help entrepreneurs, startups and small business professionals get press and media exposure to boost their brand and their business. It sets out how to identify news opportunities, putting together news stories, creating news angles, engaging with journalists and pitching news and ideas to them. It also covers how small businesses can position themselves as experts in their field and encourage journalists to come to them for comment.

Speaking about the ebook, Debbie Leven said: “Small businesses are hungry for practical tools and techniques to help them get noticed in the press and media and I think that the ebook hitting the Amazon top spot reflects that. Today, small businesses have more opportunities than ever to get press and media exposure - they can compete with the bigger players but don’t need big budgets and the ebook shows them exactly how to do that."

The ebook has achieved sales in nine countries. The book is available for download in the UK via: http://www.amazon.co.uk/Public-Relations-Small-Businesses-ebook/dp/B00G4QZJAK/

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For further information, please contact:
Debbie Leven 01923 606223
07918 680051
debbie@prcoach.co.uk

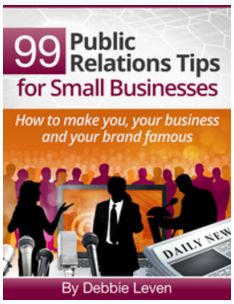
Notes to editors:
1. Amazon gives authors the opportunity to promote their Kindle books for a limited number of days, per month, for free. Debbie used two of those free days to promote 99 Public Relations Tips for Small Business, starting 30th October. A screen grab from Amazon, showing the number one ranking, is available with this press release.

2. 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 ebook **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.

3. For more information on Debbie Leven, go to the PR Coach website: http://www.prcoach.co.uk/about-debbie/

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Debbie Leven, PR Coach

T. 01923 606223
E. debbie@prcoach.co.uk
W. https://www.prcoach.co.uk/

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