



Getting the Media's Attention: Build a media contacts book to earn you thousands in free advertising: Your free public relations handbook to put you on the path to media success

Pete Walter

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By downloading this book you'll take a big step on the journey towards success with the media. If you're just starting a new company, or project, or simply want to champion a cause; building your media contact list is a crucial element of a public relations strategy that will skyrocket interest in you from a huge new audience. In this book you'll discover:

- How to uncover the hidden email address of any journalist in the world
- How to 'hack' social media to quickly identify the journalists who are going to be interested in your story
- How to build and maintain a relationship with members of the media, so that they will be 'warmed up' when you pitch them stories

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