

Show Notes

Episode 006: “Press and Public Relations in the Digital Age”

Welcome to Episode 006 of the Paycheck to Prosperity.

In this episode, Jasmine Powers and I discuss Press and Public Relations In The Digital Age.

So if you want to how to get your company message out to the media, how you as an entrepreneur can maximise your publicity, and how you can affordably use press relations in the best way so you can what PR is, what it is NOT - and how you can use this, tune in now!

In this episode, you'll discover:

“Press and Public Relations in the Digital Age”

- What actually IS PR?
- How is PR for digital companies different from that for bricks & mortar companies?
- What IS a press release?
- What are TWO places YOU can place a press release online?
- What is important in a press release?
- What should a press release NOT be?
- What are TWO online resources that entrepreneurs can use to become better known to the press?
- What is a Press Release Distribution Service?
- What are THREE examples of Press Release Distribution Services you can use?
- What is media relations, and how can you use it?

About Us

Jasmine Powers is an expert in public and press relations whose accomplishments include:

- Jasmine Powers is the founder + CMO at an event marketing agency
- She is Lady biz blogger at @ambitiousdivaus
- Her podcast is Think @likeanagency podcast/#tlaachat host
- Jasmine is on Twitter as @jasminepowers
- Her website is <http://jpowersagency.com>

More Information

Learn more about how you can improve your results with public and press relations with check out Jasmine Powers at <http://jpowersagency.com>

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Public And Press Relations Links & Mentions From This Episode:

<http://pitchengine.com/>

<http://PRweb.com>

<http://www.cision.com/us/>

<http://www.prnewswire.com/>

<http://HelpAReporter.com>

<http://www.radioguestlist.com/>

Thanks for Tuning In!

Thanks so much for being with us this week. Have some feedback you'd like to share? Please leave a note in the comments section below!

If you enjoyed this episode on Press and Public Relations In The Digital Age, please share it with your friends by using the social media buttons you see at the bottom of the post.

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And, finally, please take a minute to leave us an honest review and rating on iTunes. They really help us out when it comes to the ranking of the show and I make it a point to read every single one of the reviews we get.

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<https://itunes.apple.com/us/podcast/paycheck-to-prosperity/id1135285715>

Thanks for listening!