



# PR WORKS!

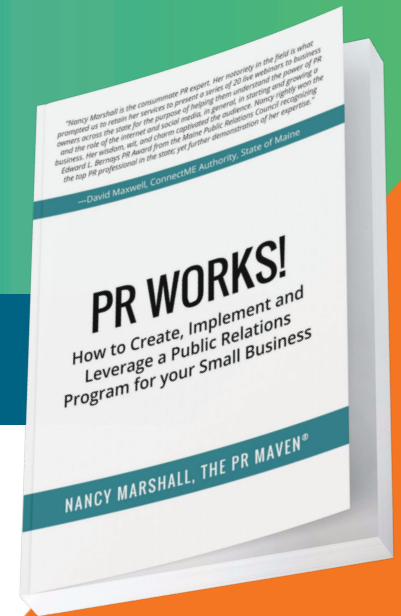
## How to Create, Implement and Leverage a Public Relations Program for your Small Business

by Nancy Marshall,  
The PR Maven®

*PR WORKS!* is a guide for small business owners who are looking to put together a PR strategy that combines the best of old-fashioned relationship building with all the new social media networking techniques.

This book emphasizes the importance of having a strategy to ensure all initiatives are communicating the same messages and working toward the same goal.

It also provides a detailed outline of what the strategy should look like and methods of measuring success. The outline is based on Marshall's own Marshall Plan® process, a system she created to help her clients develop measurable PR strategies tailored to their organizational goals.



### You Will Learn...

- How Public Relations Works
- The Importance of Having a Game Plan
- The Art of Storytelling
- Social Media Programs That Generate Results
- Proven Ways to Increase Website Traffic
- The Secret To Scoring Big With The Media
- The Know, Like, and Trust Factor
- How To Position Yourself As An Expert
- Creating Your PR Team
- Measuring Success

*I have used Nancy Marshall's book, PR WORKS! in my public relations and marketing courses at Thomas College for the last several years. Nancy's information is directly applicable to what's happening right now in the real world. She provides a guide to how PR programs are planned and implemented now.*

Rick Saucier, Professor of Marketing at Thomas College

Nancy Marshall, aka The PR Maven®, has handled public relations and marketing for numerous companies and organizations over its 30 years of operation.

Nancy has seen how the development and implementation of a practical, coordinated marketing communications strategy can make a significant and measurable impact on an organization and help it achieve its strategic goals.

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