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2nd Edition by Susan Haswell (Author)

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works - and what doesn't work, combined with a step-by-step toolkit that takes you through the actual thinking and writing processes of PR. A PR jargon-buster and a good helping of successful press releases, at-a-glance guides to the tools of PR and even a chapter on how to choose a PR agency, make this an indispensable asset for everyone who wants to make their marketing pound, dollar or euro work even harder! PR Superstar is a one-day journey to PR enlightenment.

How in the world do you sell more tickets for your event? Signing a mega-star is one way. Or there's The Ultimate Toolkit way where you use proven specific tactics and strategies to sell the last seat in the house. For any pro or college team or any large participant event who needs to sell more tickets.

A comprehensive guide into the strategies of the executive search professional that can be easily adopted by you and your business. Full of strong ideas and practical solutions that will enable you to lower costs, improve time scales and make sure you hire the very best talent in your industry. Adam Butler's career expertise and personable writing style combine impeccably to provide an easy to read account of the most up to date techniques and advice that will prove invaluable to anyone involved in, or interested in recruitment. This book offers

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both, immediately usable information in digestible chunks, and timely lessons for progressive companies that are looking to expediently boost their bottom line. A leader and expert in the field of recruitment, Adam runs two successful talent-sourcing businesses from his head offices near Chester. An entrepreneur at heart, Adam's brain always seems to be working at a million miles per hour formulating new ideas. In his own words he is an 'Ambassador for Hard Work, Optimism and Inspiration'. At home Adam is a family man where his wife and two children are the centre of his universe. "Adam has become my go-to-guy for finding and keeping genuine talent for my business. His book is a really valuable source of knowledge and practical techniques for anyone serious about growing their business and achieving super success." - Nigel Botterill, Founder of The Entrepreneurs Circle.

Geared toward hopeful musical theater, show choir, a cappella, and glee club singers, as well as all shower singers that want to improve their skills, this enthusiastic and practical guide can help anyone's inner superstardom make a public appearance. Full of straightforward, well-organized advice for every step of the process, this book will help you train your vocal cords, pick the right audition material, and become comfortable with the spotlight. Interactive quizzes, helpful sidebars, and words of advice from industry professionals add a

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personalized and real-world touch. Author Ted Michael, a veteran of music and theater, along with the help of popular actors, actresses, and singers, provides all the tools young singers need in order to nail their auditions and nurture their natural show-stopping abilities.

Ever wanted to get your business featured in publications like Forbes, National newspaper websites, magazines and trade journals? Perhaps you've noticed the rise of blogging and wondered how your business can tap into this ready-made network of highly influential people to boost your credibility and get in front of your perfect target audience? In this groundbreaking book, the superstar Digital PR team from Exposure Ninja break down step-by-step their process for getting any business in any market coverage in the most relevant online publications. Whether you want to build credibility to become an authority, drive traffic to your website or attract the sort of links that turbocharge ranking, this book will walk you through the process. You will discover: How businesses of all size - from 1 person to 100,000 people - can utilise Digital PR for free publicity. How to identify the perfect market to maximise the impact of your Digital PR. How to generate ideas and angles for stories that publications will bite your hand off for. The 'secret underworld' of Sponsored Content and how to

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utilise it for maximum profit. How to use Content Marketing to spread your reach through infographics, articles, and videos. How to find and connect with the most influential bloggers in your market and have them sing your praises publicly to their audience. How to use contests to boost your social media following (including one example that generated over 3,000 entries for less than the price of three cups of coffee). How and why to use live events to explode your online visibility (clue: the strategies in this section won't have even occurred to your competitors). How to create and manage a workable digital PR campaign in whatever time you have available, whether it's 20 minutes per week or 8 hours per day. How to use two hashtags on Twitter to 'unlock' a hidden world of journalists desperate to write about you (clue: see an example of this strategy where we sent 3 tweets which got us featured in Forbes, The Telegraph, and The Guardian websites in less than 2 weeks). What most businesses don't realise is that journalists, editors, and bloggers are crying out for good stories to write about. Provided that you understand exactly what they are looking for and how to position your business in a way that makes you interesting, rather than have to push push push, these gatekeepers will be coming to you asking for more! About The Authors Charlie and Luke head up Exposure Ninja's Digital PR team. With years of experience running campaigns for businesses in every imaginable

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market (and even some unimaginable ones!), they have developed a set of simple, easy-to-follow systems that mean any business can get the sort of visibility online that previously seemed out of reach. Tim Cameron-Kitchen is a 5-time bestselling author and Head Ninja at Exposure Ninja. Having helped tens of thousands of businesses to improve their online visibility and attract more customers from the Internet, he is one of the UK's leading Digital Marketing authorities and now runs the 65-strong digital marketing company Exposure Ninja.

Who Is This Book For? Whether you are a solopreneur looking for free advertising or a large multinational wanting to develop a Digital PR strategy to tap into the new generation of online authorities, this book will guide you through the processes that Exposure Ninja uses day in, day out to get coverage for their clients in any market. From e-commerce stores to tradesmen, the range of strategies covered in this book means that whatever you sell and to whomever you sell it, you'll find the perfect angle for you.

Hidden Extras This book comes with FREE lifetime updates and a digital marketing review worth £198. Details inside.

See WWE Superstars like you've never seen them before! The Ultimate Superstars Guide by BradyGames is an illustrated compendium of all the biggest Superstars to ever grace the WWE ring The Ultimate Superstars

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Guide is filled with more than 200 illustrations of your favourite WWE Superstars including Hulk Hogan, Triple H and more. Learn everything you need to know about these amazing athletes with facts, stats, and more.

Network marketing-also known as direct selling and multilevel marketing-has turned millions of people into successful business owners. But to truly reach their earning potential, network marketers need to successfully grow their businesses by recruiting the right people. Written by a true network marketing superstar who personally enlisted over 1,000 people in her first year, the book reveals a proven, innovative approach to recruiting that gets results fast. Readers will learn how to: * discover their own recruiting style * identify people who will become a great part of their team * do and say the right things to turn prospects into partners * overcome objections with confidence * attract people who never considered network marketing Filled with advice and inspiration, this indispensable guide gives network marketers the know-how and confidence they need to grow their enterprise and become top earners.

Quinn Dawson is just an ordinary average girl. She attends a normal high school in Mountain Home, Idaho. One day, she gets some news that

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will change her life forever. A famous superstar wants her to live with her for a month and observe her life. Then Quinn must write a biography for her. As she spends more and more time with the pop star, she wonders, is this really what she wants her life to be?

Don't miss the instant New York Times bestseller from Emmy Award winner Henry Winkler and Lin Oliver that Diary of a Wimpy Kid author Jeff Kinney calls "truly out of this world!" No one is shocked by the six-eyed alien strolling around the Universal back lot. The tourists just think he's part of the show. It doesn't take long for Buddy to land a role on a popular TV show, playing (of course) an alien. He becomes an overnight heartthrob and is suddenly faced with legions of adoring fans, rides in glamorous limos, and appearances at "all-the-shrimp-you-can-eat" red carpet parties. But can Buddy maintain his secret identity while in the spotlight?

In a small wooded lot a busy woman stumbles upon a strange doll the neighbors possibly left. She attempts to reveal who brought the toy to her home, but she uncovers no real leads. Then when a letter turns up asking her to give the doll away as soon as possible, she ends up on the edge of reason as the doll is in the midst of being reclaimed by someone. The doll although small and cuddly resembles a somewhat black

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entity similar to a doll she keeps in her home, but when a nearby psychic and fortune teller comes to her home asking her to give up the doll to keep her sanity, but she refuses. The stuffed animal then turns out to be more than she bargained for when the bear starts to grow a tail and red eyes. When she discovers those details, she desperately tries to send it away to a pawn shop owner, but the next day he ends up dead, and a new feeling that the stuffed bear may not be what she considered a stuffed cuddly toy anymore. The story focuses on the character of Mary, and the stuffed bear that she suddenly inherits when the doll is left on her doorstep. She finds that although the stuffed bear did have an owner, he ended up in a mental institution, and the bear was simply left behind, either by someone else or the bear itself. She doesn't want to come to the terms that it could have ended up on her doorstep, by itself, but when the tale that the previous owner claimed is finally revealed, she desperately searches for an answer to the horror of Truggle.

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