

How to Generate Free Publicity for Your Business

Half Day Seminar – Melbourne, 7 March, 2011

**Learn how to generate \$20,000 in free media publicity and \$20,000 in sales
and do it six times in six months!**



You **DO** have something that is of interest to the media – and Publicity Expert Sue Papadoulis will prove it to you. If you are a small business owner or solo-entrepreneur who needs more promotion, join Sue as you shows you step by step how to generate thousands in free publicity in just one hour per month.

Learn the secret and proven formula to getting coverage on TV, newspapers, magazines, radio and online.

Attend this seminar and you will learn:

- The secret formula to coming up with at least three story ideas right now that the media will love
- How to make the news yourself
- Why you don't need a 'media hook'
- How to craft a winning press release
- The surprising number of journalists waiting to hear from you today – and how to find them
- Why you don't need to hire an expensive Public Relations firm ever again



Seminar Details:

Date: Monday March 7th, 2011
Location: Ether Conference Centre at the Swanston Hotel, Grand Mercure, Lower Level, 265 Little Bourke St, Melbourne
Start Time: 9am registration for 9.30am start
End Time: 11.30am
Cost: \$97 plus 'bring a friend for free' offer valid until January 27th
Registration and Bookings: <http://www.getpublicityinfo.com/seminar.html> or info@diyprkit.com or 1300 123110

Sue Papadoulis is Australia's leading specialist in helping small businesses generate free publicity.

A former journalist in Australia and London, and News Editor of talk back radio, she is the founder of the Sue Papadoulis Publicity Campaign which provides step by step advice and templates to show businesses how to score free media coverage on TV, radio, newspapers, magazines and online.