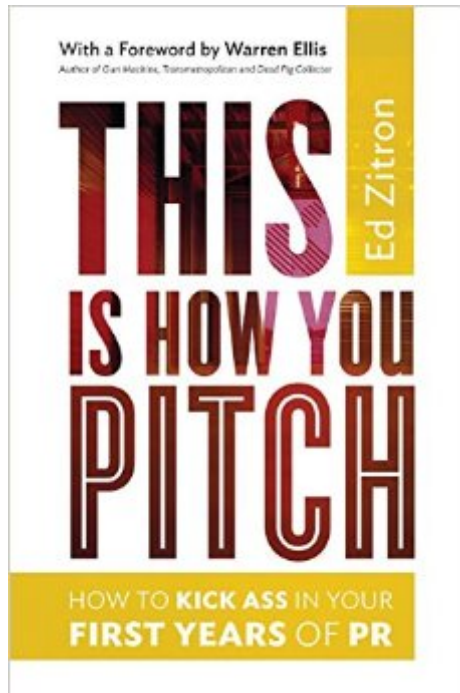


The book was found

This Is How You Pitch: How To Kick Ass In Your First Years Of PR



Synopsis

So you want to work in PR? Does the idea of glamorous parties, open bars and rubbing elbows with the rich and famous sound like an exciting career for you? Then neither this book or a career in Public Relations are for you. This book will teach you all you need to know about public relations, from what to do on your first day at your desk to how to start your own PR agency. You'll learn the core skill of the business: pitching. It'll also tell you how to avoid becoming a buzzword-spitting automaton that the media will hate. Written by a PR veteran who has done it all and made every mistake along the way This Is How You Pitch is an honest, direct guidebook to Public Relations and how to survive your first years in the business and how to turn it into a prosperous, fulfilling career.

Book Information

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Average Customer Review: 4.6 out of 5 stars See all reviews (92 customer reviews)

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Customer Reviews

I just finished This is How You Pitch and I found it to be highly enjoyable and helpful. I'm receiving my master's in Public Relations Management very shortly and I know this book is going to be a huge help when I finally get out there and get a real PR job. Reading Ed's personal stories... well, let's put it this way: A lot of people have a romanticized notion of finding their perfect job with a perfect boss and a perfect schedule right out-of-the-gate. This book is for those more grounded in reality. Working is hard, but if you know what to expect, it will be easier to survive until you do get closer to your perfect situation. The first portion of the book tells you what to expect in the early stage of your career, from possibly having to move to another country in a few days to receiving a not-so-stellar performance review. Ed then moves onto what the title promises and this is, by far, the most helpful part of the book. From pitching to press releases to phone calls (if you have to), Ed

basically describes what to do and how to do it. Equally as important, he also describes what not to do; like actually saying "this is a pitch." Ed spells out four story styles for pitches (company story, company news, trend pieces and sourcing) and Three Rules for writing a pitch. Also included is a handy press release template. This same section offers sound advice, based off of Ed's personal experience, in regard to fostering relationships and connections with clients, peers and the media. We're all humans and it helps to treat each other as such. The technical know-how is combined perfectly with real world ethos and pathos application. The book then moves on to social media and what you might expect when/if you branch out on your own.

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