



# Streetwise Complete Publicity Plans: How to Create Publicity That Will Spark Media Exposure and Excitement

*Sandra L. Beckwith*

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## **Streetwise Complete Publicity Plans: How to Create Publicity That Will Spark Media Exposure and Excitement** Sandra L. Beckwith

Identifies the publicity opportunities available to small businesses who want to aggressively promote their product or service, and offers advice on writing a press release, pitch letter, magazine article, or newspaper column. The author also provides a sample publicity plan and tips on how to prep

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