

HOW TO HOLLER FOR THE DOLLARS!™ DIY PUBLIC RELATIONS STRATEGIES

**“He who has a thing to sell and goes and whispers in a well,
Is not as apt to make the dollars, as he who stands on a hill and hollers!”**



Creating awareness for your business can mean the difference between success and failure. After all, if no one knows about you and your business, how can they patronize you?

Getting the word out and engaging in promotion is a crucial part of success, but it can also be costly. Not all startups have the funding to hire a PR firm to put together the needed strategies, media kits and press releases to help them stand out from the pack. Developing and executing your own PR strategy takes time and effort, but the increased customer awareness and increased sales you get in return are worth it.



Sandy Sloane, CEO of *Solutions by Sloane* will share her knowledge from her three decades of major market experience to help your business get the attention you know it deserves.

This interactive seminar will give you practical, easy to implement tactics for promoting your business and tips for how you can “Start Hollering” without spending a fortune.

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