

April 2004 Meeting [LOCATION - Hungry Hunter in Lafayette](#)

Please note: Third Saturday - April 17 Click [here](#) for photos of the meeting



GUERRILLA PUBLICITY

CWC WELCOMES JILL LUBLIN, AND HER LOW COST PUBLICITY SECRETS FOR AUTHORS

Getting your work published is only the beginning – now, you have to sell it to the reading public. Since few publishing houses budget publicity for new writers and since few of us can afford our own publicist, we are on our own. But even self-starters can use expert help, and CWC is fortunate to have booked Jill Lublin, CEO of Promising Promotions, author, founder of Good News Media, Inc., host of the nationally syndicated radio show, “Dare to Dream,” and more. She has created successful PR strategies and techniques, drawing on years of experience with ABC, NBC and CBS, as well as other national media.

Her high-powered and inspirational presentation will help us learn:

- How to find the belly of your message for the mass market
- How to establish yourself as an expert – pitch it in 30 seconds or less
- How to prepare a powerful press release that will get guaranteed responses
- Seven ‘must knows’ to developing your guerrilla campaign
- What the press says when they speak out – 15 things they love and hate
- How to craft your angle so the press will embrace it



Everything you'll want to know about Jill is on her [website](#)



[Amazon.com](#)

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