

Small Business Promotion 101 in New eBook

Micro and small business owners face the Catch-22 of promotion every day – they need publicity to build their businesses, but they need customers to pay for their promotional efforts.

So which comes first – the promotion or the customers? It doesn't have to be a choice, because now business owners have a guide outlining low-cost, and sometimes no-cost, strategies for business promotion. Written by Johanna Baker-Dowdell, who was recently named by TweepR in the Top 10 of Australia's most followed PR professionals (www.tweepR.com.au/top-100.html), *The 21st Century Guide to Promoting Your Small Business* eBook is packed full of tips to help business owners get their brand noticed. It includes topics such as promoting business expertise, writing media releases, approaching the media, using the Internet and social media, email marketing, competitions and networking, Johanna, who is also a journalist and blogger, explained. I've worked with many small and micro business owners who need to build their brand, but have a tiny budget with which to do it. With the strategies outlined in my eBook, business owners can secure themselves hundreds, or even thousands of dollars, worth of publicity, Johanna said. Often business owners aren't sure where to invest their money to get the results they need, so I have packaged a number of strategies together in one easy-to-read guide so they can choose which is the best fit for their business, she said. Business owner, Annie Rennie from Czarque Shoes said the eBook made an extremely valuable addition to her marketing plan. This eBook is a must for all small businesses. It not only gives you an insight into how publicity works it also actually gives you lots of valuable information on how to go about promoting your business that won't cost you a cent apart from your time. Very inspirational! Anne said. Johanna has more than 15 years experience as a journalist, professional blogger, writer, marketer and public relations consultant, both in Australia and in the UK. She launched Strawberry Communications in 2007 with the aim of positioning clients as experts through writing and public relations strategies tailored to gain media attention and build their businesses. The eBook *The 21st Century Guide to Promoting Your Small Business* is priced at \$37 and can be purchased at <http://strawberrycommunications.com.au/ebooks> For more information about Johanna Baker-Dowdell or Strawberry Communications visit www.strawberrycommunications.com.au

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