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Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work

Jessica Kleiman, Meryl Weinsaft Cooper
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Jessica Kleiman, Meryl Weinsaft Cooper : **Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work** before purchasing it in order to gage whether or not it would be worth my time, and all praised Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work:

3 of 3 people found the following review helpful. An Absolute Must-Have
By Andrew Gelwicks
Studying the art and science of public relations, I've been infused with passion through Kleiman and Weinsaft Cooper's book, "Be Your Own Best Publicist." These two PR veterans offer clever strategies for bypassing traditional, ordinary PR channels. I have learned how to cut through the media noise so that my persona can stand out. Kleiman/Weinsaft Coopers ideas are enhanced with terrific quotes from shrewd cultural observers and industry insiders. And wonderful anecdotes from their own mega-successful careers help provide techniques in the constant war to get noticed. For anyone who is looking to gain a better understanding of PR, how to promote your brand, or turning yourself into your own success story, this is absolutely the book to pick up. Be Your Own Best Publicist lays out effective step-by-step actions to understanding your message and successfully getting it out. By thinking about and then living the ideas in this book, I am confident I will be able to highlight my differences in leveraging my uniqueness with my contacts. Im happy and relieved to have found this book. Now Im excited to get started implementing what Ive learned.
7 of 7 people found the following review helpful. Smart, Funny, and Chock Full of Great Advice
By Rayna Gillman
I thought I knew how to market myself till I read this book. Their style is highly readable and made me feel as though I was getting advice from good friends who just happen to be among the best P.R. executives around. Most of the book applies whether you're in your own business (as I am), looking for a job, or working for a company where you want to be acknowledged, get a raise, or be promoted. A really terrific part of this book is the workbook section "Your Personal PR Action Plan" at the end of each chapter. Don't rush through the book (although it's such an enjoyable read you'll want to keep going). Get out a pencil and do the exercises as you go along. Stop and think - writing things down makes them real and attainable. I already have a "to-do" list with some attainable business goals, just from reading this book and working through it. Jessica Kleiman and Meryl Weinsaft Cooper have been there/done that - and have successfully been their own best publicists - so they know whereof they speak! I've already bought a couple of books as gifts for friends; that's how good I think it is.
2 of 2 people found the following review helpful. A game changer
By careful consumer
Advice I wish I had received long ago. A must read for people who are humble leaders. You must remember that when you lead, not only do you need to be your own best publicist, but you must make others aware of your team and the amazing things they have done and can accomplish. Your team needs a voice as well and deserves ongoing representation from their leader. YOU must be prepared to educate, sell and remind others of what value you and your team bring (to senior leadership, to customers, to the community, etc). This book offers you a way to manage your brand and to remain prepared to sell it at all times.

In one of the toughest job markets in more than 20 years, applying the art of self-promotion is more vital than ever. Be Your Own Best Publicist shows anyone looking to land a new job, attract freelance assignments, stay essential in a current position, or get that coveted promotion, how they can use public relations skills to achieve his or her goals. Written by seasoned public relations pros Jessica Kleiman and Meryl Weinsaft Cooper, this helpful, easy-to-follow guide breaks down the fundamentals of PR and how to implement them to successfully promote yourself. Be Your Own Best Publicist will teach you how to: Set a personal PR strategy that gets results Build key message points and deliver them with style Craft the perfect "pitch" for each situation Network and develop relationships that will help you get ahead Use creativity to stand out from the competition Through humorous, informative anecdotes plus user-friendly tips and exercises, Be Your Own Best Publicist will arm you with the confidence, knowledge and tactics to help you market yourself in the workplace. Jessica Kleiman and Meryl Weinsaft Cooper have a combined 30-plus years experience in the public relations industry, having worked both in-house and on the agency side.

From Publishers Weekly
Kleiman and Cooper are both accomplished public relations professionals (Kleiman having spearheaded PR for Hearst Magazines for 10 years), experienced in the use of public relations tools both classic, such as image shaping, positive language, and simple communications goals, and contemporary, like effective use of social media and managing your online presence. With their first book they seek to provide readers with both sets of tools, and a good amount of advice for how to use them. They believe that even non-celebrities can have a brand, and use this guide to gain promotions, raises, and other career successes. To that end, they offer readers simple suggestions, like run a spell check before sending a cover letter, never send an angry email, and always dress like you may have a networking opportunity (which means different things depending on your industry). The authors' style is straightforward, occasionally funny, and refreshingly free of pretention, resulting in a highly readable guide that may not be news to many, but just might save the skin of the few not already "in the know."
(c) Copyright PWxyz, LLC. All rights reserved. "Be Your Own Best Publicist is your guide to standing out from the competition. From developing a communication plan to networking effectively, Jessica and Meryl will teach you everything you need to know about how to leverage PR for career success."--Dan Schawbel, #1 international best-selling author of Me 2.0 "There's no marching band coming to play your tune, so it's up to you to make some noise at work. Jessica and Meryl lay out specific tactics to toot your horn, create your own magic, and let your star shine."--Tory Johnson, CEO, Women for Hire and workplace contributor on ABC's Good Morning America "To reach your goals, you need to have a clear strategy and the confidence to see it through. In Be Your Own Best Publicist, Jessica and Meryl show readers how to

map out a plan for success using the skills, tips, and techniques that have helped them shine in their own careers."-- Julie Morgenstern, New York Times best-selling author of *Organizing from the Inside Out* and *Never Check E-Mail in the Morning*"It has never been more important to have your own personal brand and to promote what makes you unique--and this goes for executives, small business owners, and everyone inbetween. In *Be Your Own Publicist*, experts Jessica and Meryl have illustrated how to cleverly use PR to build your own brand with some great ideas--not to mention some entertaining stories."--Martin Lindstrom, brand advisor and author of New York Times and international bestseller, *Buyology: The Truth and Lies About Why We Buy*About the Author Jessica Kleiman is currently VP-public relations for Hearst Magazines, one of the world's largest publishers of monthly magazines. Prior to that, she was director of PR at wedding media company The Knot and spent several years at a boutique PR agency specializing in media. She has guest lectured about publicity at NYU and the Radcliffe Publishing Course at Columbia University and has written for various newspapers, Web sites and magazines. Meryl Weinsaft Cooper joined DeVries Public Relations as managing director of the Home Lifestyle division in Fall 2010. Previously, as SVP-partner at L+S, she led programs for a variety of hospitality, spirits and consumer clients. Her PR experience includes stints in art, music and entertainment, including time at the Screen Actors Guild's New York office. She spends her spare time writing and producing films.