

## news release

*for immediate release*

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### **Be Heard Solutions Offers Do It Yourself Publicity Program**

*Learn the skills to develop your own publicity*

Albany, NY – Be Heard Solutions recently added a new program to help small business owners, entrepreneurs and nonprofit leaders get the publicity they desire through Publicity Principles Group Coaching.

“Public relations and marketing are essential to increase a business’s revenue or to improve its professional image, but relying on a public relations expert can be costly. This is the right place if you are looking to learn tons of publicity methods and tips to improve your business that you can start using immediately.,” says Shannon Cherry, APR, president of Be Heard Solutions.

“Gimmicks may get you 15 minutes of fame, but the Publicity Principles program will help create a lifetime of publicity.”

The new six month program offers integrated publicity and public relations training, coaching, support and resources to make it possible.

A study by Public Personnel Management Magazine showed that training alone increased productivity by 22%, but when paired with coaching the figure soared to 88%. Details about the new program can be found at [http://www.beheardsolutions.com/programs\\_1.htm](http://www.beheardsolutions.com/programs_1.htm).

“Only 15% of new businesses in the U.S. exist after five years and most of those only break even. Poor marketing is one key element that lead to failure,” says Cherry. “Most small businesses do not have large advertising budgets. This program allows for a cost-effective solution to get big advertising results.”

Program participants will receive one-on-one consultations with Cherry, access to teleconferences on public relations and publicity topics each month, contacts to reporters, and much more that will help them learn the skills to generate their own free publicity. The group is limited to no more than 10 participants.

Based in the Capital Region of NY, Be Heard Solutions, a subsidiary of Cherry Communications, is a strategic communications firm that works with businesses and nonprofits all over the country to develop results-oriented marketing and public relations programs. For more information, contact Shannon Cherry at 518-248-6592 or email: [info@beheardsolutions.com](mailto:info@beheardsolutions.com).

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