

BE YOUR OWN BEST PUBLICIST

How To Use PR Techniques To Get Noticed, Hired, & Rewarded At Work

By Jessica Kleiman & Meryl Weinsaft Cooper

“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”

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** (Career Press; paperback; January 2011; \$14.99) 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.

ABOUT THE AUTHORS

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.

Kleiman is currently VP-public relations for Hearst Magazines, one of the world's largest publishers of monthly magazines. 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. A graduate of University of Michigan with a BA in Communication, she lives in Brooklyn, NY with her husband and daughter and enjoys posting words she finds funny on Twitter, Facebook and her blog, *Funny Word of the Day*.

Meryl Weinsaft Cooper joined DeVries Public Relations as managing director of the Home & Lifestyle division in Fall 2010. Previously, as SVP-Partner at LaForce+Stevens, she led

programs for a variety of hospitality, spirits and consumer clients. A graduate of Ithaca College's Park School of Communication, her PR experience includes stints in art, music and entertainment, including time at the Screen Actors Guild's New York office. She lives in Brooklyn, NY with her husband and dog, and spends her spare time writing and producing films as well as seeking out the best culinary, travel and art experiences, which she documents in her blog, *Searching for Jake Ryan*.

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