



Want a Great P.R. Tool? Get "Booked" by Margie Zable Fisher

Lately I've had a number of calls from potential clients who learned about me from a book. The book is P.R. on a Budget, by Leonard Saffir. I was interviewed on pages 167-170.

The book happens to be terrific (and I'm not just saying that because I'm in it!). When I first met Len at a P.R. industry meeting and he asked me if he could interview me for his book, I felt it was a great compliment, of course, but wasn't sure how much to expect from it.

Well, I can tell you that it reinforced one of my own P.R. tools -- namely, that being included as an expert in somebody else's book gives you extra clout and credibility -- which can be a very powerful business development strategy!

And even though my contact information was not listed, the people who got in touch with me about my services were able to locate me through their own research. Luckily, I'm pretty easy to find through the Internet.

Right now you're probably wondering: How can I find out about people who might be interested in including me in a book?

The answer is: If you keep your name in the public eye, most of the time they will find you.

Here are some of the ways:

- If you are a speaker at an industry meeting or conference

- If you write articles for trade journals or are regularly quoted in them
- If you write articles that are included in business publications or at article Web sites such as <http://www.ezinearticles.com>
- If you show up high enough on search engines so when an author is searching for information, you are easy to find

So -- if someone asks you for an interview to be included in a book, by all means say "yes." It's good for your image, your bottom line, and can even lead to business for you!

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