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Leveraging your Reputation – Making PR Work for You

By Barry Forward

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by: **Barry Forward**

We rely on all kinds of tools and advice to help our businesses grow, from accounting and legal advice to graphic design and sales seminars. But what are we doing for the important job of building our business's reputation in the community?

Public relations skills and techniques are a powerful part of any growing business, but many small organizations believe that the cost of getting into the PR game will cost them thousands NOT hundreds of dollars. If you take the traditional approach to public relations, you may be right PR Agencies are known for high hourly rates and retainer payment plans.

But the INTERNET has changed all that, empowering business owners with a host of tools they can deploy to enhance all parts of their business including building a strong public relations program.

Like many business owners, you may feel that your regular monthly ad in the newspaper is enough publicity for the month and all you have to do is sit back and wait for the customers to show up at the door. NOT so! Running any kind of business – no matter how small – without a dynamic PR program is leaving something that can rapidly grow your business in the lap of the gods.

Take the first step – talk to someone who knows something about PR – many companies such as www.prmadeeasy.com offer a free introductory consultation to help you get started. AND then, believe it or not, you can start doing your own PR.

Would your business benefit from a strong PR campaign? Would media coverage help promote your product or service? Do you need sales and marketing assistance? Are you trying to build your company's image in the community?

If the answer is yes to any of these questions, with a few hours of your time and the aid of some well-crafted online tools and resources, you could be profiting from a well-honed PR campaign.

PR is more than just sending e-mails and writing press releases, Public Relations can also help explore and exploit strategies such as: Creating or expanding an Internet presence Rolling out a new product or service Reaching out to the local community and building a presence for your business Promoting community involvement through your business and employees Marketing a new store location

If you're still debating whether PR can help you, consider one final point: You need to proactively manage your business from day one and if your company's reputation matters it means you need a public relations program and strategy to ensure your business is profitable and protected.

Barry Forward is the Executive Vice-President of Reputations Inc. (

) and

has an extensive background in public relations. He is also a co-founder and director of Showstar Online.com. You can read similar articles to this on the Reputations Inc website PRMadeEasy.com.

Leverage Is The Key To Making Money In Real Estate

By Geoff Spencer

The magic word in making money with real estate is 'leverage'. Leverage means that you buy properties using other people's money. None or very little of your own money is ever used. In fact a fundamental principle of real estate investing is that the less money of your own you pour into a real estate deal, the higher your chances of making a profit.

Let's compare this to a familiar example; investing in the stock market. You plan to buy some stocks you think are hot and likely to soon rise in price. They cost \$20 per share and you have \$2000 allotted to invest. This means you have enough to buy 100 shares and if the stock shoots up to \$40 per share you have just made \$4000 and doubled your money.

But what if you could buy twice the number of share for \$2000? You might be able to do that if you buy on margin. In this case, you put down just 50% of the stock price and the brokerage company puts up the other 50% for a fee. You have just leveraged your stock. You control 200 shares instead of 100 and it still only cost you \$2000.

Now if the stock goes to \$40 per share you have just made \$8000 and quadrupled your money. In fact, in order to just double your money, the stock no longer has to double, only rise 50% in value. You get a big bang for your buck, it is known as leveraging your investments and stock investors do it regularly.

Since the stock market is so volatile, you run the risk of losing your money just as easily. Luckily that isn't the case with real estate investing.

Leveraging real estate works in the same way except much better because the real estate market isn't

as volatile or fast moving as the stock market. A lot of real estate investors are happy with a 5% return on investment per year in real estate.

Geoff Spencer is a staff writer at
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