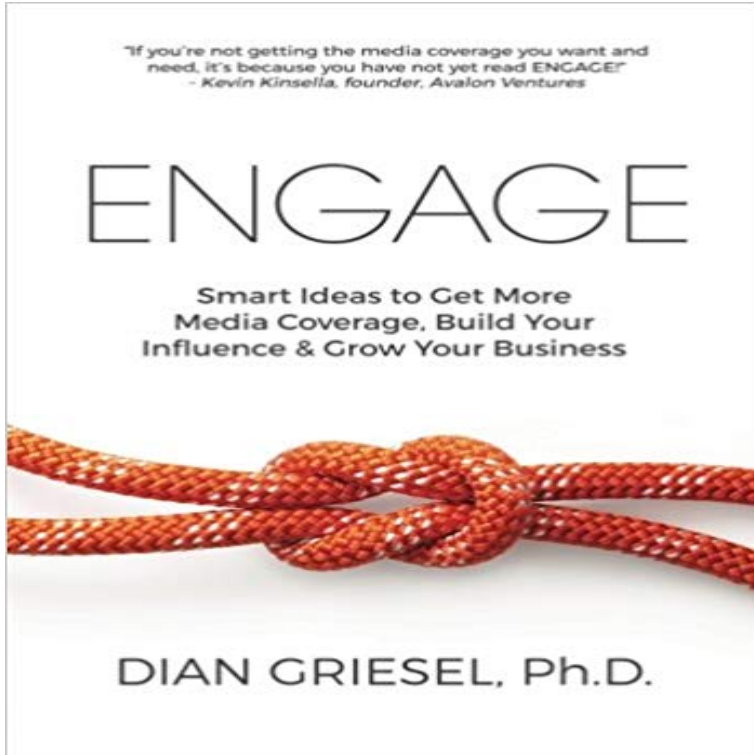


Engage: Smart Ideas to Get More Media Coverage, Build Your Influence and Grow Your Business



Attracting Great Media Coverage Just Got a Lot Easier! What if the head of an award-winning media relations and news placement agency just shared her well-kept secrets giving you the full benefit of her years of experience and knowledge. Imagine, too, that those easy-to-follow strategies and tips effectively delivered media coverage that resulted in greater awareness, sales, partnerships and general interest for your private or public company, brand, fund, facility, nonprofit or self. This is exactly what you acquire when you pick up ENGAGE: Smart Ideas to Get More Media Coverage, Build Your Influence and Grow Your Business. In her new book, Dian Griesel, Ph.D., President of Dian Griesel International (DGI), provides a step-by-step, common-sense road map that enables you to draw attention that results in favorable coverage from traditional print and broadcast media plus all new media outlets as well. For almost three decades, the author and her team of talented writers, journalists and public relations professionals have had unparalleled success in creating and placing newsworthy stories and segments. Clients have enjoyed the massive benefits of being featured in major newspapers and magazines, seen on national TV and cable outlets, heard on radio, heralded in the blogosphere by key influencers and followed by the masses through Internet-based social media coverage and sharing. If you are ready to learn how to effectively engage with the media in a whole new way that will grow your business locally, nationally and globally this is the book you need to read. Heres to your greater visibility and bottom-line success!

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