



How to Start a Home-based Public Relations Business (Home-Based Business Series)

Randi Minetor

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Are you a working public relations practitioner thinking about leaving your employment to start your own business? *How to Start a Home-Based Public Relations Business* is the book you need to help you make the all-important transition from thinking like an employee to thinking like a business owner.

This book is not another primer on writing a cogent press release. Instead, it assumes that you already know how to do PR, and you're ready to make the leap to becoming a business owner, blending your professional skills with solid business sense to achieve early profitability. You'll learn what you need to know before you cut the ties with your current employment, the groundwork that will help you determine if self-employment is right for you, the process of pitching and gaining new clients, how to decide if you want your business to grow and take on employees, what PR reference materials and tools you need on your first day and which you can wait to purchase later, and much more.

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