



"7 Steps to Successful Public Relations" Helps Startups Succeed

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URL: <http://www.pr9.net/business/services/6458october.html>

StartupNation.com and Rembrandt Communications provide no cost PR guide to help entrepreneurs increase awareness.

PR9.NET October 02, 2007 - Birmingham, MI – StartupNation and Rembrandt Communications, LLC, www.rembrandtwrites.com, have collaborated to introduce a no cost toolkit, "7 Steps to Successful Public Relations," at StartupNation's business advice website, www.startupnation.com. The simple guidelines are designed to help entrepreneurs leverage the power of public relations to help them generate awareness and demand for their businesses.

"The 7 Steps at StartupNation gave me the basic information I needed to announce and quickly grow my new business, {RE}Think Real Estate, www.rethinkrealestate.com," says its founder, Tara-Nicholle Nelson, Esq.

By visiting the "7 Steps to Successful Public Relations" (<http://www.startupnation.com/steps/77/steps-successful-public-relations.htm>), you can:

- Learn how to:

1. Create an Action Plan
2. Research the Media
3. Develop Story Ideas
4. Prepare a Media Kit
5. Write a Press Release
6. Contact the Media
7. Get the Word Out

- Access free resources, articles, tools and information;
- Receive free, monthly tips via the "Rembrandt Writes Insights" newsletter;
- Discover publicity mistakes to avoid that waste time and money;
- Network with other entrepreneurs;
- Share comments and feedback; and
- Receive discounts on various publicity services.

"We wanted to add more easy-to-use PR advice to StartupNation's free business content, so it was only natural to do this jointly with Melanie Rembrandt who has helped us achieve our own publicity objectives over the years," says Rich Sloan, StartupNation Co-founder and Chief Startupologist. "Now our website visitors will have access to the same tactics and tools that have generated such fantastic results for us."

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