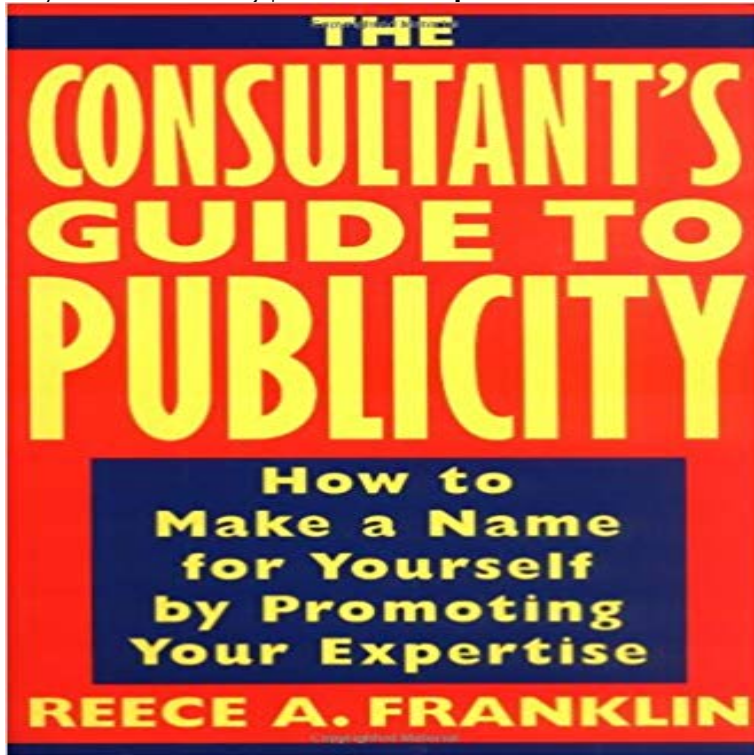


## The Consultants Guide to Publicity: How to Make a Name for Yourself by Promoting Your Expertise



You already know that the best way to promote your expertise as a consultant is to have your name appear frequently in the news or trade media--its fast, its free, and it reaches countless potential clients . . . BUT! How do you attract media attention?

Which media outlets should you approach? What can you do that's newsworthy? This one-of-a-kind handbook answers all these questions and many more. Publicity expert, consultant, and former magazine and newspaper editor Reece Franklin empties out his bag of tricks, tips, and insiders savvy to give you all the tools you need to promote your services. He provides numerous samples of every type of publicity vehicle and explains everything in clear, jargon-free language. You won't find any sophisticated academic theories, just straight-ahead, proven techniques that will help you deliver the right message to the right audience. You'll learn how to:

- \* Pinpoint your most promotable ideas, skills, or services
- \* Identify the most appropriate media outlets for your kind of publicity
- \* Develop publicity vehicles such as news releases, company background information, press releases, newsletters, and press kits
- \* Become the source the media turn to when they need an industry expert to substantiate news articles
- \* Make sure the publicity you receive builds your business as well as your reputation

You may already be a leader in your field. With the help of *The Consultants Guide to Publicity*, you can become a recognized leader in your field.

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22\_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22\_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122\_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22\_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122\_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122\_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

Publicado en Araba, Rutas fáciles | Deja un comentario

Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen. Seguir leyendo

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[\[PDF\] Mustangs and Wild Horses \(Learning about Horses\)](#)

[\[PDF\] The Voyage of Odysseus \(Jr. Graphic Myths: Greek Heroes\)](#)

[\[PDF\] Princess Charming \(Princess School\)](#)

[\[PDF\] Its Not Just PR: Public Relations in Society](#)

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