

**FOR IMMEDIATE RELEASE**

**UNDERSTANDINGMARKETING.COM LAUNCHES PR TOOLKIT™ FOR SMALL BUSINESS**

*DIY Resource Helps Small Businesses Perform Public Relations Tactics For Increased Sales*

**FORT LAUDERDALE, FLA. (MARCH 3, 2009)** – Realizing that millions of small businesses need help promoting their products/services but can't afford to hire a PR agency, [UnderstandingMarketing.com](http://UnderstandingMarketing.com) today launched the PR Toolkit™, an affordable new e-Book that helps companies generate their own [public relations tactics](#) to increase sales and profits.

Authored by John Sternal, a seasoned PR professional of nearly 20 years, the new PR Toolkit provides insight into how small businesses can leverage the power of media awareness to promote their companies and generate bigger profits. UnderstandingMarketing.com offers DIY marketing and PR information for small businesses and the PR Toolkit serves as an agency-in-a-box for any company looking to insource and get publicity on a shoestring budget.

“As a small business owner it's really important to build 'buzz' and get people talking about me, but I don't have the budget to buy lots of ads or hire a PR firm,” said DeAnna Lorraine, professional dating and relationship coach. “John's advice has really helped me generate a lot of publicity for my services and I'm now appearing on local and national news shows regularly.”

The Small Business Administration is continuously worried over the health of smaller companies. With lending harder to obtain, a more cost-effective approach to marketing and PR is sorely needed, which is where the PR Toolkit can benefit every small business.

Serving as an all-in-one DIY resource, the PR Toolkit shows the small business owner how to easily identify creative angles and topics for stories, write a press release, develop email pitches that get reporters' attention, and to build useful and lasting relationships with reporters. The PR Toolkit also includes free resources for getting a press release published in search engines and on news wires, and how to get stories placed for business publicity. Small businesses can even learn how to use social media like Twitter and Facebook for national publicity.

The PR Toolkit is now on sale for \$29.99 and available for easy download by visiting [UnderstandingMarketing.com](http://UnderstandingMarketing.com).

**About UnderstandingMarketing.com**

[UnderstandingMarketing.com](http://UnderstandingMarketing.com) provides “Do-It-Yourself” information that enables small businesses to easily develop marketing and PR campaigns that generate more customers without having to pay for an expensive agency. For more information visit [UnderstandingMarketing.com](http://UnderstandingMarketing.com).

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