



For Immediate Release

## **“Simple Publicity” Exposes Secrets to Public Relations and SEO Copywriting to Help Small Businesses Save Time and Money!**

*New book at [www.rembrandtwrites.com/SimplePublicity](http://www.rembrandtwrites.com/SimplePublicity) offers simple guide on “how to do your own public relations to boost sales, awareness and credibility fast... without spending a lot of money.”*

Redondo Beach, CA – September 21, 2010 – Been ripped off by public relations or search engine optimization (SEO) copywriting services? Check out the new book by PR consultant and SEO copywriting expert, Melanie Rembrandt. It's called, “Simple Publicity, How to do your own public relations to boost sales, awareness and credibility fast... without spending a lot of money” published by 1Win Press™ at [www.rembrandtwrites.com/SimplePublicity](http://www.rembrandtwrites.com/SimplePublicity).

“After helping many business owners who lost money using big PR and SEO copywriting firms, it was time to expose the secrets to obtaining free publicity via this book and my new newsletter,” states Rembrandt, CEO of Rembrandt Communications®, [www.rembrandtwrites.com](http://www.rembrandtwrites.com). “‘Simple Publicity’ provides a simple, step-by-step guide to build buzz and get noticed by the media with public relations and SEO copywriting secrets. In a matter of hours, you’ll learn the PR skills necessary to take advantage of free publicity and gain third-party credibility you simply cannot obtain any other way.”

“Finally, here’s a simple guide on how to do your own publicity,” states David Wolf of the SmallBiz America Network.” Melanie Rembrandt has condensed her extensive experience and success in the field of public relations into an easy, step-by-step approach anyone can follow.”

### **Public Relations and Copywriting Secrets Exposed!**

“Simple Publicity” readers will discover:

- The #1 way to get media attention (Hint – It’s really easy!)
- What *never* to say or do when talking to a reporter and why
- The top 3 items you need to get the PR results you want – fast!
- The top 4 PR myths – Exposed!
- What to avoid wearing during a television interview... or else!
- How to get top reporters *to contact you now* – and much more!

“I love books with action plans,” states Rich Sloan, StartupNation® Co-founder and Chief Startupologist. “Rembrandt’s book is full of them! She shares practical steps and actions that you can take even without a big, fancy budget. Loved all the little ‘in-between’ stuff that nobody else writes about but that’s so critical to succeeding in any PR effort. Get Rembrandt’s book, and get known!”

“The information in this book helped me get noticed by key media-members, increase my income and catapult my career success,” says Tara-Nicholle Nelson, Esq., RETHink Real Estate Founder and Chief Visionary and spokesperson for Trulia®. “Veteran publicist and SEO copywriter Melanie Rembrandt reveals her PR secrets in a simple format that’s affordable and easy-to-read. If you want to make more money and take your business to the next level, buy this book.”

To order a copy of “Simple Publicity,” visit [www.rembrandtwrites.com/SimplePublicity](http://www.rembrandtwrites.com/SimplePublicity). While there, also check out Rembrandt’s free tips and cost-effective membership program to help small business owners boost sales with PR and SEO copywriting.

#### **About 1Win Press™**

1Win Press™ is a new, information publishing company formed in 2010. After seeing a need for simple, do-it-yourself data, we started to create valuable books, eBooks, eReports, blogs, audio, and more to help real people pursue real dreams – quickly and as easily as possible. For more information, visit [www.1winpress.com](http://www.1winpress.com) or call 1-800-771-0116.

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