

Summary

Unlocking Business Growth – Harnessing The Potential Of Media And Publicity



TheExitStrategyGroup.com.au/Media

Kerry Boulton and Kate Engler discuss the importance of media and publicity in enhancing business value and credibility. Kate emphasises the power of third-party endorsements, which are crucial for building trust and credibility. She highlights the high costs of traditional PR agencies, which deter many small to medium businesses.

Kate's alternative approach involves direct client-journalist interactions, making publicity more affordable. She promotes upcoming one-day workshops in Sydney, Melbourne, and Gold Coast, where participants can learn to create their first media release for \$97. Kerry offers a \$30 discount code (EXIT30) for listeners to attend these events.