



Be the News: A Guide To Going Viral With Your Human Interest Story

Lori Gertz

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Have you ever dreamed of going viral? Not just on YouTube, but like wildfire across all media, including radio, television and the world's most important newspapers and magazines? This groundbreaking book offers a fresh approach to promoting your human interest story so it becomes a national discussion. Beyond standard public relations strategies, seasoned marketing veteran and CEO of Freakin' Genius Marketing, Lori Gertz, offers practical solutions and tactics to create a precedent-setting national debate in the media, including:

- Creating a mission for your messaging
- Pitching your story
- Developing and delivering viral sound bites
- Aligning with topics of interest that are already in the news
- Avoiding the pitfalls of tabloid journalism and more.

New Resource section offers lengthy hands-on support to create powerful press releases, media lists, and more! Experience your dream of becoming a viral story as a reality after reading *Be the News*.

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Judith Duncan:

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Shane Hamilton:

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