

Million Dollar Press Releases: Former Child Support Investigator Robert Smith aka The PR Doctor Pens First Major

ROCKFORD, IL – May 15 (SEND2PRESS NEWSWIRE) – PR veteran Robert Smith started in the world of publicity almost 8 years ago. After owning a child support company he started his own agency Robert Smith & Associates PR in 1998. His clients have been featured on Oprah, CNN, USA Today, People Magazine, National Enquirer, and others. Smith today announced his much anticipated book “Million Dollar Press Releases: Guide to Boosting Profits Using Free Publicity” (\$17.00 Aardvark Publishing) is available.



Send2Press® Newswire

As one of

the fastest rising PR superstars, Smith has worked with www.howtodoublesales.com, International Entrepreneurs Association, author Hilda Erfe, and Nightingale Conant.

“Million Dollar Press Releases: Guide to Boosting Profits Using Free Publicity” is for the individual or organization looking for wise advice and experience-based counsel on how to promote anything without spending a lot even if you’re broke.

The book shows readers:

- * secrets of handling bad publicity
- * 101 reasons to get publicity
- * an amazing strategy for being a guest on TV
- * how to avoid the deadliest press release mistakes
- * proven method for using letters to the editor to get new clients

“PR has changed over the years,” says Smith, “The Internet and other type of news media has changed and the public wants their news bigger, better, and faster.”

Others who contributed to this book include Jay Levinson, Raleigh Pinsky, Alan Caruba, and Joe Vitale..

For more information visit .

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