

Britney or Oprah: What Kind of "Exposure" Is for You?

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Britney Spears will get 2 weeks of fame from getting her privates caught on camera. Is this the best form of "exposure"?

"Not!" says Susan Harrow. "That kind of fame is free, but most people don't want publicity for baring their wares or their souls". Harrow, a kind of Mother Theresa of PR, is giving authors, entrepreneurs, small business people, and whams another route -- one they can understand and afford. She's partnered with more than 20 of the best publicity and marketing minds in the business to offer \$3400 worth of products and programs for a fraction of their cost. She's kicking off this venture with the E-book Get Into O Magazine: Ten steps to getting you, your book, product, service or cause into Oprah's magazine.

"No matter how smart people are, understanding publicity seems to be like doing a Rubik's Cube. People want to promote themselves but don't know how," Harrow says. "This package is the equivalent of getting a Ph.D in PR." To get free publicity products and programs and more go here: www.prsecretstore.com/megasale.html

Harrow recognized that most small businesses, non-profits and authors also can't afford high-priced publicists. Nor do they have expertise in-house to successfully approach a magazine such as O. So Harrow interviewed publicity experts and people whose products, book, service or cause had been successful at getting into O, The Oprah Magazine. With that knowledge and over 17 years of public relations and marketing experience, Harrow wrote the e-book, Get Into O Magazine.

What people need is free publicity -- and the kind of quality PR that a placement in O, The Oprah Magazine provides -- which can be as profitable as getting on The Oprah Winfrey Show. Getting on Oprah or into O is not easy, Harrow admits. But it can be done. "And the results can be phenomenal. One of the people I interviewed compared placement in O to getting the Academy Award. Appearing in O, The Oprah Magazine put many of them on the map," Harrow notes.

Susan Harrow, media coach, marketing strategist, branding expert and author of Sell Yourself without Selling Your Soul (HarperCollins), and CEO of prsecrets.com is releasing the 136 page O E-book as the kickoff product for this venture. 1/8/07 through 1/12/07 only at: www.prsecretstore.com/megasale.html

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