

Publicity Breakthrough Contest for Small Business Owners and Entrepreneurs Begins

Date: 08-06-2007 11:43 AM CET

Category: [Media & Telecommunications](#)

Press release from: [Cherry Communications](#)

Winner gets half-hour publicity coaching session and other promotional prizes to boost business

Albany, NY—August 5, 2007— Small business owners and entrepreneurs have the chance to win a free session to help build their own publicity program from Cherry Communications. The contest is being held in conjunction with the launch of Publicity Breakthrough (www.publicitybreakthrough.com), which provides mini-coaching sessions on free publicity and public relations.

“Many small business owners want to use public relations and publicity to gain their market share, but don’t know how to start. That’s where Publicity Breakthrough coaching sessions come in,” says Shannon Cherry, founder of Cherry Communications. (www.cherrycommunications.com). “These single-time sessions give laser-focused coaching and personalized ideas for your particular business. Most people who participate walk away with so many ideas that they are able to generate enough publicity for more than a half of year.”

The contest is open to any small business owner or entrepreneur, who must submit a 300-word essay on the most successful publicity they have accomplished. To receive the entry form, send an email to contest@cherrycommunications.com.

The winner will receive:

- A live 30-minute personalized Publicity Breakthrough session with Shannon Cherry
- A feature story about the winner in the Be Heard! ezine, which has thousands of subscribers.
- Link to Your Website - We will also include a link to your website from our "Publicity Breakthrough" webpage
- A recording of the session
- Access to What to Do When You Win (www.whattodowhenyouwin.com), a complete media guide to promote any award or contest a person has received
- A news release and distribution to the media about the winning entry.

There are no entry fees. The contest ends on August 31, and a winner will be selected in mid-September. Contest details are available by sending an email to contest@cherrycommunications.com.

The Publicity Breakthrough sessions are conducted by Shannon Cherry, APR, MA. As a public relations professional with more than 15 years experiences, her Publicity Breakthroughs offer custom insights and tips on how to get the most publicity for a small business.

Based in the Capital Region of NY, Cherry Communications is a virtual communications firm that works with businesses and nonprofits all over the country to develop results-oriented public relations programs. For more information, contact Shannon Cherry at 518-248-6592 or email: info@cherrycommunications.com.

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[You can find this press release here](#)