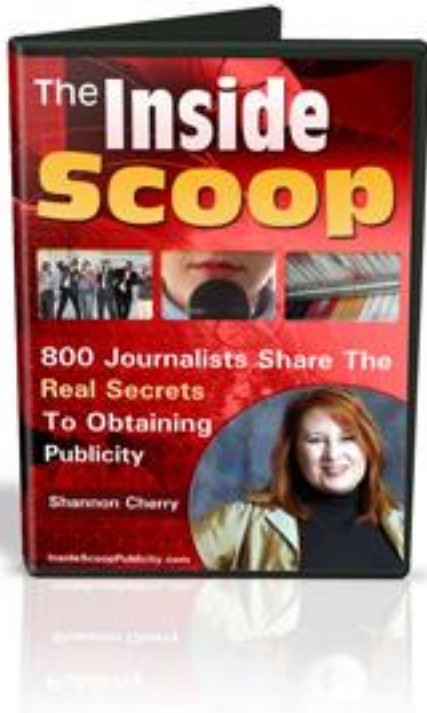


New publicity program helps business owners while raising money for Autism charities

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Press release from: [Cherry Communications](#)



Albany, NY – Shannon Cherry, owner of Be Heard Solutions, has introduced a new product for small business owners and entrepreneurs called The Inside Scoop. Available at InsideScoopPublicity.com, a portion of sales of the program will benefit Autism charities.

“Autism effects one out of every 150 children, including my own twin daughters,” says Shannon Cherry, APR, president of Be Heard Solutions. “I wanted to do something that helped raise much needed funds for organizations that serve children who are Autistic, so I tied it in with the launch of The Inside Scoop, which can help thousands of business owners.”

The Inside Scoop is based on a survey Cherry completed, polling more than 800 media professionals. She asked them about press releases, their use of social media, and the typical mistakes most business owners make when trying to get publicity. Broken down into four modules, The Inside Scoop helps business owners, entrepreneurs, coaches and consultants learn about getting media coverage effectively without spending a lot of money on advertising.

The complete Inside Scoop program is available for \$257 for a limited time at www.InsideScoopPublicity.com, with partial proceeds from the sale benefiting Autism charities.

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About Be Heard Solutions (www.beheardsolutions.com)

Founded by The Power Publicist Shannon Cherry, Be Heard Solutions, a subsidiary of Cherry Communications is a virtual publicity and marketing firm that helps business owners and entrepreneurs attract more targeted clients and customers by using

the power of publicity and promotions. In addition to one-on-one marketing communications services, Be Heard Solutions also provides products and learning programs to help business owners, solo-professionals and consultants increase their reach and make more money.

Shannon Cherry
Cherry Communications
518.248.6592
pr@cherrycommunications.com

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