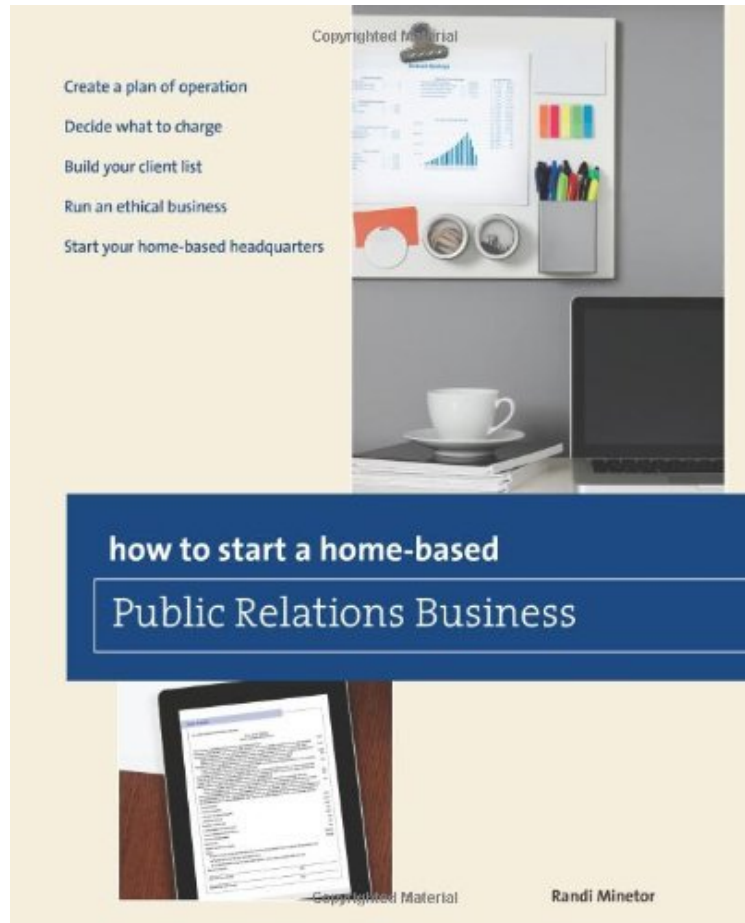


How to Start a Home-based Public Relations Business (Home-Based Business Series)

Randi Minetor

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Are you a working public relations practitioner thinking about leaving your employment to start your own business? How to Start a Home-Based Public Relations Business is the book you need to help you make the all-important transition from thinking like an employee to thinking like a business owner.

From the Author Why am I the right person to tell you how to start your own home-based PR business? As I write this, my own business, Minetor Company, Inc., is approaching its fifteenth anniversary. My corporate headquarters fills a 120-square-foot room on the second floor of my home. Outside my window, Baltimore orioles sing as they plunder our hummingbird feeders, and eastern chipmunks emerge from holes in our gardens. No one will interrupt my writing time with the demand that I attend a meeting to discuss, "Who are we as a company, and what do we mean by public relations?" No feuding office personnel will bring their personal squabbles to my door, and no looming threat of an end-of-year layoff will gnaw at the edges of my concentration.