

Show Notes - #3 – Public Relations - Jules Brooke

Welcome to the latest episode of the 'The Forty Plus Business Show' podcast with your host Hunter Leonard, sponsored by Silver & Wise.

In this episode we talk all things PR with Jules Brooke – Founder of Handleyourownpr.com.au.



Jules has consulted to many individuals and organisations on public relations and has recently launched an amazing service where business owners can plan and organise their own PR through an online portal.

Our discussion centred on the following topics:

- What is PR?
- What makes something newsworthy?
- Why some things aren't newsworthy
- The steps a business owner needs to take to generate good PR
- Some tips and tricks of the trade to get a journalists attention

You can find out more about Handle You Own PR here

www.handleyourownpr.com.au

Or connect with Jules on LinkedIn at

<https://www.linkedin.com/in/julesbrooke/>

For more information on your host Hunter Leonard or Silver & Wise, here are some key contact details

Hunter Leonard

<https://www.linkedin.com/in/hunter-leonard/>

Silver & Wise

www.silverandwise.com.au