



This Is How You Pitch: How To Kick Ass In Your First Years of PR

By Ed Zitron



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So you want to work in PR? Does the idea of glamorous parties, open bars and rubbing elbows with the rich and famous sound like an exciting career for you? Then neither this book or a career in Public Relations are for you. This book will teach you all you need to know about public relations, from what to do on your first day at your desk to how to start your own PR agency. You'll learn the core skill of the business: pitching. It'll also tell you how to avoid becoming a buzzword-spitting automaton that the media will hate. Written by a PR veteran who has done it all – and made every mistake along the way – This Is How You Pitch is an honest, direct guidebook to Public Relations and how to survive your first years in the business and how to turn it into a prosperous, fulfilling career.

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Editorial Review

Review

"Ed has actually managed to write a book about PR that was both useful and enjoyable, which is nothing short of remarkable. It still feels like most of the world is still using an antiquated 20th century playbook. Whether you want to get into the industry, get your own story told, or simply understand 21st century public relations, this book is worth reading." - Alexis Ohanian, Co-Founder of Reddit and Y Combinator Ambassador.

*"This is the real world. I don't think it was necessarily intended, but a layman will gain more from this book, in terms of understanding and perceiving the state and motion of the professional world, than from *The Four-Hour Week*. It's an absolutely fascinating perspective on the way things are done, and I recommend it unreservedly as both entertainment and food for thought." - Warren Ellis, Author of *Transmetropolitan, Gun Machine and Dead Pig Collector*.*

This is How You Pitch isn't going to rock a seasoned publicist's entire universe, but it definitely provides a fresh and rather entertaining perspective of one man's ups and downs in the industry. If you're just getting into PR or if you're thinking of getting into PR, you'll definitely benefit from reading this book. Zitron reveals a lot of harsh realities, but those very things can push your PR career forward. - Felicia Savage, Yahoo! Small Business

"Every PR Professional should read Ed Zitron's book." - Steve Kovach, Senior Technology Editor at Business Insider.

*"It was great." - Nicholas Carlson, Chief Correspondent at Business Insider and author of *Marissa Mayer and the Fight To Save Yahoo!**

Users Review

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Timothy Roesch:

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