

Christina Daves, DIY-PR Strategist, is the best-selling author of, [*PR for Anyone™ - 100+ Affordable Ways to Easily Create Buzz for Your Business*](#), and the #1 best-selling book, [*The DIY Guide to FREE Publicity*](#) that shares her journey of getting exposure for a product she invented, www.HealInStyle.com.

Having no resources for advertising or hiring a PR firm, Christina taught herself everything she could about generating her own publicity. She has appeared in over 1000 local and national media outlets and has a regular segment on Good Morning Washington.

Christina, together with her clients, have reached over 1 billion views and generated over 8 figures in sales from free publicity.