

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

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 including: *The Steve Harvey Show*, *Dr. Oz*, *The TODAY Show*, local affiliates of *NBC*, *ABC*, *CBS*, and *FOX*, magazines such as, *Forbes*, *Success* and *Entrepreneur*, *Sirius XM Radio*, *The Washington Post*, and many more. She also has a regular segment on *Good Morning Washington*.

As a result of this success, she launched [PR for Anyone](#)[®] to help other small business owners have similar success. Together with her students and clients, Christina has generated well over 8 figures in sales relating to free publicity. She has also used publicity to grow her organic SEO. Her product appears on Page 1 of Google and searching the term “Christina Daves” leads to content solely about Christina and fills the first 14 pages of Google.

Social media has also become an integral part of marketing her businesses. In less than two years she has grown her following of qualified leads to almost 75,000 social media followers and has a verified account on Twitter.