

From Book Publisher To Results Driven PR Agent

Sync Press Media Brings Direct Response Advertising Methods To The PR Industry

Georgia, Atlanta, Jan 23, 2021 ([IssueWire.com](https://www.issuewire.com)) - 2020 was a tough year for Bill Choudhry. Because of the epidemic, he had to close his speaker business and go into a new industry. It was only then that he had an epiphany. He realized that he didn't have a personal brand. He was working for years but always behind the scenes.

He realized that no matter what you do and what happens in the world, you need a personal brand with credibility. If you have that, you will always be fine no matter what the market conditions are. He was working for years but always behind the scenes. He never got press or credibility. That is why he got into PR. Correctly done PR is something everyone needs.

Currently, at Sync Press Media, Bill helps develop public relations funnels for solopreneurs, coaches, and other service professionals. What they do is not only get someone publicity but also help them capitalize on it as well and turn that publicity into revenue. Their whole brand, positioning, and online profiles will be redone to fully capitalize on any media attention they get.

Bill's been involved in a lot of industries including publishing, e-commerce, marketing services. Being involved in all of these industries has made given him a unique perspective and approach to PR.

In his time in publishing, he published three best sellers. One of his proudest moments was sharing a woman's child abuse story (Innocence Lost: A Little Girl's Life Changed Forever) with more than 30,000 people worldwide. This empowered the author to grow stronger and learn how to protect herself. It empowered her to help others who had similar experiences.

Because Bill has been in a variety of industries, a few skills that he developed really well are connecting with people, crafting messages, and gold prospecting. He uses these skills in getting his clients featured on any publication they want.

Bill has found that people think PR is just getting featured on News and that's why most people never seem to get any return on it. Bill got into PR because he saw there was a huge need in the market for a results-driven PR.

What most people don't realize is that their social profiles, website, and positioning all need to be set up in order for the PR to work correctly and for them to capture the media attention. Sync Press Media helps their clients set up all these things so when they are ready to get media attention, they can get some leads and customers from it.

If you tried PR before but never got any results from it, contact Bill at Sync Press Media to see how he can help you get back your investment this time.

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