

MOVING UP

*Margie Fisher***Wrote a do-it-yourself public relations guide**

Name: Margie Fisher, president of Margie Fisher Public Relations

Distinction: Wrote a do-it-yourself public relations guide

Place of business: Boca Raton

Recent accomplishments: Margie Fisher's marketing positions for AT&T and Verizon Wireless required moving several times and to several states. Two and half years ago, when she was Verizon's advertising manager for Florida, keeping that job meant moving again — to Atlanta.

"I had offers from other companies, but that didn't excite me," she remembered.

When her husband suggested it might be time for her to fulfill a longtime dream to start her own business, Fisher's sentiments changed.

"That got me excited," she said. A severance package from Verizon helped her get started and her do-it-yourself public relations workshops helped her acquire clients.

"The first six months were really tough," she said. "I tried to network, but what worked for me was starting an electronic newsletter about marketing and public relations."

PRactical PR, a free e-zine featuring low cost and easy public relations tips, is published every other week at www.doityourselfpr.com.

Through the newsletter and workshops, Fisher said she found many small businesses that needed public relations services but couldn't afford a monthly retainer fee.

With them in mind, Fisher began working on an e-book, *Do-It-Yourself Public Relations Kit*. The 135-page book sells for \$99, although it's available for a limited time for \$49.

She worked on the book throughout her pregnancy.



BOB SHANLEY/Staff Photographer

Margie Fisher, president of Margie Fisher Public Relations, holds her 3-month-old daughter, Zoe, in her home office Wednesday.

It was published two weeks after her daughter, Zoe, was born in July.

Fisher, who works out of her home, said the book is designed for home-based and small businesses.

"I've gotten great feedback," she said. "Even if you didn't have a clue about anything before, you would know how to do PR (after reading the book)."

As a child in New Bedford, Mass., Fisher said she liked playing office. She enjoyed writing, too, and those who knew her thought she'd become a writer.

But she also found business and finance alluring and having a background in both has proven beneficial in her work.

"I've always had entrepreneurial leanings," she said. "I'd want to sell the most Girl Scout cookies."

"I love having my own business. I work seven days a week and harder than I have ever worked at any other job, but it doesn't mat-

ter because everything I'm doing is growing the business and helping the family."

Education: B.S., finance, Boston College; M.B.A., Florida Atlantic University.

Age: 36

Personal: Married to David Fisher, a fifth-grade teacher at Waters Edge Elementary west of Boca Raton. They live with their baby daughter, Zoe, and cat Simone in Boca Raton.

Hobbies: Reading, movies, going to the gym and eating out.

Career highlight: "Writing this e-book . . . it was a really big project."

Quote: "Press on: Nothing in the world can take the place of perseverance. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent." — Calvin Coolidge.

— Mary Thurwachter