

Christina Daves is a serial entrepreneur who has founded and run five successful companies over the past 20 years.

With no resources remaining when she launched her latest venture, [CastMedic Designs](#), Christina taught herself everything she could about generating her own publicity, which basically provided her free advertising for her business.

Since launching in 2012, she has appeared in over 250 media outlets including national and local television and publications. As a result of this success, she launched [PR for Anyone®](#) to help other small business owners have similar success.

Together with her clients, Christina has generated over 7 figures in sales relating to free publicity.

Christina is also the author of the bestselling book, [\*PR for Anyone™ - 100+ Affordable Ways to Easily Create Buzz for Your Business.\*](#)