

Publicity! Exclusive, Powerful and It's Free!

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Publicity! Exclusive, Powerful and It's Free!

By Livvie Matthews

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Publicity is more valuable than paid advertising. Here is an opportunity to share your knowledge, experience and your expertise and in return you receive free publicity!

The Internet has produced a generation of people with an insatiable appetite for information. Information on every conceivable subject. As a result, no subject has been left unaddressed.

This drive for information has web masters and ezine editors looking for quality information to post on their web sites and in their ezines opening the door for you to share your expertise and in the process gain recognition.

In comparing publicity to advertising, the biggest benefit of publicity is the credibility you receive. Credibility that you couldn't possibly buy with paid advertising and as an added benefit you receive that credibility....instantly!

Two excellent forms of publicity are writing press releases and writing articles. Both generate exposure, both are free and best of all both add credibility!

Let the web masters, ezine editors and viewers know you are out there. The way you do that is to repeatedly send out press releases and articles you have written.

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Sending just one press release or one article doesn't do any good, plus the more you practice writing, the better you get.

Writing press releases and articles is like developing any other skill, the only way you can develop it is to practice! Don't be concerned whether it is a literary masterpiece or not, just get it out!

Then get out another and another and another. Keep practicing. In no time you'll be a pro and can just crank out those little masterpieces.

You have to send out a steady stream of press releases and articles, reminding them of what you know and who you are. By using repetition you reinforce your presence in their minds.

You might be asking, "Well what if I don't have an idea for a new article or press release every few weeks or so, what do I do? " Then send your existing press release or article to some new sites or start over and send again.

Even if you send your information to the same sites, people and circumstances change. A person may not have needed your information a week or two ago, but it may be the exact piece of information they are looking for today.

You may have an entirely different group of people viewing or needing your information when you submit this time. Again, people and circumstances change.

Don't give up. It's better to send out the same information over and over than to send nothing at all. The key is sending your information often and reaching new contacts.

As you become more accustomed to sending your press releases and articles, begin working on variations of your story.

Look for new ways to present your information. New and different slants, a different focus or a new idea using the same information, just presenting it in a different light.

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One word of caution here. Don't try to *sell* in your press releases or articles. Your press releases and articles have one purpose and one purpose only... to get what you know and who you are in front of the viewer so in turn, the viewer will contact you for more information!

This is a system that will work, provided you work it! Is this magic? No. Will it work 100% of the time? No. But it will dramatically boost the exposure you receive and cement your credibility as an authority in your field!

So maintain your quest for publicity. After all, it's exclusive, it's powerful and.....it's free!

3 Reasons to Tap into the Power of Publicity

By Jenna–Lyn Rounsaville Roman

Publicity is obtaining editorial coverage or features for your business. Publicity is getting your business reported as news. Examples of publicity are newspaper and magazine articles, radio and television interviews and Internet forums and much more. These are just a few reasons you should consider letting your business tap into the power of publicity.

1.Effective - Publicity has been proven to be 10 times more effective than traditional advertising. Your customers believe what they read in the newspaper or watch on the TV news because humans by nature believe what is reported to them as news.

2.Affordable - Obtaining publicity can cost as little as \$0 dollars. Business owners can substitute a little time and imagination for money or hire publicity professionals, many of which have very affordable rates when compared to advertising.

3.3rd Party Credibility - Having reporters write about your business in a news format gives your business 3rd party credibility that's extremely valuable. Anyone can sing their own business' praises, but getting respected people in the media to do it provides a type of credibility that ads and money just can't buy.

There are numerous other reasons to use publicity. Next time you are looking for a new way to get the word out about your business, consider tapping into the power of publicity.

Jenna Roman co–owns and operates JR Publicity, an Englewood, NJ–based public relations and marketing company with her husband, Josh Roman. For additional information, visit

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3 Reasons to Tap into the Power of Publicity

TRASH PROOF NEWS RELEASES

To Get Free Publicity, Talk to the "New Kid on the Block"

Press Releases vs. Advertising Or How To Get Free Publicity for Your Business

Web Site Promotion – Getting Publicity

14 Profitable eBooks

Profit Pulling Reports

How to create killer mini-sites that sell like crazy!

The HTML Security Report

How To Find A Topic For Your Ebook



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