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TRASH PROOF NEWS RELEASES

By Mark Joyner

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Would You Rather Be Rich or Famous?
This is Not a Trick Question"
by Mark Joyner

"Champagne wishes and caviar dreams..."

Most of us yearn for wealth and fame, and yet secretly believe that those commodities are beyond our reach -- that they are reserved for others, not us.

What if I told you that most of the rich and famous people in the world became rich and famous simply because they knew how to ethically influence the media? And what if I told you that if you could learn their publicity secrets, wealth and fame are yours for the asking?

The truth is, there is no method more powerful or less costly for creating fame or fortune than publicity

Publicity starts with a news release. The news release is one of the world's best marketing tools, but is also that wretched thing that often shatters the hopes of all who dare to seek publicity. But stick with me and I'll show you how to get the upper hand that will put you far ahead of all others who have tried and failed.

Most experienced business people have a story to tell about their attempts at getting publicity -- and it always ends with the same question: "Why do I even bother?"

TRASH PROOF NEWS RELEASES

The fact is that millions of dollars worth of publicity is available to anyone who knows how to get it.

The sobering fact that 90% or more of the news releases received by editors end up in the trash.

Nothing annoys busy editors more than news releases that are poorly written. More particularly, there are 3 mistakes — and these are serious, fatal errors that most people make with news releases.

1) Your news releases talk about you too much. They say me, me, me — or my product, my product, my product.

2) Your news releases are an advertisement. They sell, sell, sell.

3) You're sending your news releases to the wrong media.

Okay, so you've made some or all of these mistakes at one time or another. But don't worry, it's not just you. Most people fail to focus on the needs of the editor. They don't create information that is aimed at the editor's audience. So they fail to get the editor's attention, and ultimately fail to get publicity.

How then can you make sure that your news release does not end up as a statistic?

Your product can then ride on the strength of the news angle. Use the soft sell approach so that your news release will not be regarded as an advertisement.

Study the PR campaigns of those who have been extremely successful at getting publicity. Study their news releases to find elements that you can emulate for your purposes. Find out the media targets they sent their releases to.

It is immensely easier, faster, and less expensive to learn, model, and achieve success by following in the footsteps of those who have been successful than it is to learn how to succeed by trial and error. Don't buy into publicity theory. Go with the hard facts — those strategies that have been proven to work.

<http://www.TrashProofNewsReleases.com/g.o/hkrpublishing>

None

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

By Robert Wardrick

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

Free publicity about your business is more valuable than paid advertising.

How do you get free publicity? Use press releases.

"First Things First"

(a) Make your press releases news NOT advertising.

A sample news item could be your business sponsoring a community program, offering a free service or introducing a unique product.

(b) Research the Media

Read several back issues of the publications you plan to send your releases, most are niche-oriented and only acceptable submissions of interest to their readership.

(c) Keep Your News Story Current.

Writing about past or far future events can lower your chances of publication. If your news is time-sensitive include the words "For Immediate Release" in your press release.

(d) Use a proper news release format.

SAMPLE Format:

Press Release

Contact: Your Name
Tel: (000)000-0000
Fax: (000)000-0000
your-email@your-dot.com

Date:

TRASH PROOF NEWS RELEASES

For Immediate Release

NEWS RELEASE HEADING HERE (ALL CAPS)

Sub-Heading Here (Lower Case)

(Your City/State)---Put Your News Story Here – Write in Paragraphs of five–six double–spaced lines each.

---End---

Some editors may run your release "as is" while other will edit it.

(e) email Press Releases vs. Fax or U.S. Postal Service.

Many publications will accept email and fax press releases, but you should inquire first.

Keep a log of who you submit press releases. When you get publicity save the clipping and post them on your website, and in your ezines and include them in your next press kit.

(f) News editors receive thousands of press release daily, persistent and patient can produce free publicity rewards.

Footnote: Using press releases is also an excellent way for ezine publishers to have fresh new content.

Robert Wardrick is owner of CapCity Mall "One–Stop Fun Shopping & Savings from Home" tm
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