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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

35 Quick Tips for Writing A Press Release

By Catherine Franz

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Layout

1. 1-2 pages in length.
2. Double-space.
3. 1.5 to 2 inch margins.
4. Use company stationary with logo and slogan.
5. Avoid bright or dark-colored paper.
6. Center "News Release" at top.
7. Place a "release date" under "News Release".
8. On second page, type "page 2".
9. Use company stationary with logo and slogan on page 2.
10. Leave out "release after" date on second page, all else should be the same.
11. At end of press release, type "-30-" or "###".
12. Include both black & white, color, and a variety of font sizes (but no more than four).

Format

13. Inverted pyramid (biggest point or major message first).
14. Straight to the point at the beginning.
15. First and second paragraphs devoted to your main message.
16. Secondary information comes AFTER main message.
17. No pussyfooting around, be clear up front, at the very beginning.
18. Don't go on and on.
19. In the third section, establish a connection with you.
20. Use a problem/solution format.

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21. Comparing and contrasting ideas can be inside the problem/solution format.
22. Be careful of your facts, spelling and grammar
23. Only one news release per e-mail or envelope.

Information to Include

24. Newsworthy information, not sales copy
25. All the Who, What, When, Where, Why and How elements. Their order depends on level of importance.
26. Enticing headline which summarize the material/news.
27. Photos if available, or where they can be accessed in press section of your web site. No stock images.

28. No cover letter.

Distribution

29. Don't send press release out in a mass e-mailing
30. Don't pester contacts
31. Editors will not distribute anything sloppy, difficult to read, or understand.
32. Mail release by first class mail.
33. Don't use any type of labels, including your return address.
34. Add "PRESS RELEASE" and "Release Date:" on outside of envelope.
35. Places to send press releases: writers@[magazines]; writers@[newspapers]; trade journals in your industry; print magazines on the topic; online agencies that distribute news releases.

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~*~*~*~ Resource Box ~*~*~*~ Catherine Franz, is a certified life and business coach specializing in marketing and writing, Internet and info product development. For other articles, and ezines: <http://www.AbundanceCenter.com>.

Top Secret Tool Builds Traffic

By Larry Johnson

Is it possible that today's internet marketers are missing one of the best, most powerful marketing methods available to them today.

Something that is lying right under their noses and still they have overlooked it.

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Something that is free, yes I said it, "free", and they have missed the opportunity to seize it and use it to it's fullest.

There are many methods of promotion available on the internet and off line too. For several years I have tried just about everything, but there is one that I have not utilized fully. Along with others, I had underestimated the value and power of a press release.

Many netpreneurs are not using the best promotion tool available, according to one expert in the field. Angie Dixon, the Press Release Diva, advises that press releases are the best marketing tool most people aren't using.

A well-written press release, distributed by the several high-quality free press release distribution services on the Net, can bring a wave of traffic, says Dixon.

"I recently ran a press release through a free service. The release was picked up by Google Alerts. I got a subscriber every 87 minutes for 24 hours. I couldn't buy that kind of result," Dixon says.

Yet most netpreneurs aren't using press releases at all, or aren't using them correctly. This is all about to change.

Dixon gives two reasons for this. Many people, she explains, aren't aware that press releases can be such a powerful marketing tool. Others know about press releases but do not know how to write an effective release.

Angie Dixon, the Press Release Diva, offers an interactive online course in press release writing. You will discover all of the necessary skills and tools to develop, distribute and track your press releases.

The additional traffic you will receive from the press releases will be welcome and best of all it is free.

Angie Dixon is the Press Release Diva. Learn more about Angie Dixon's online interactive course, visit:

<http://ultimatetools.net/t.cgi?PRcourse>

The first session begins January 16. Course openings are

limited. Enroll now. This article may be freely reprinted as long as this resource box remains intact.



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