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**A Dozen Reasons to Send a Press Release**

**By Lois Carter Fay, APR**

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**Generate Credibility**

News releases are an excellent, inexpensive way to promote your business through public relations. The stories they generate are, in fact, a much more credible source of information about your company than advertising.

Advertising, as you may know, is sometimes looked upon by consumers with skepticism because they know you are trying to sell them something and suspect companies may not be entirely truthful in their ads.

On the other hand, news articles and advertorials that appear in a newspaper or magazine are very often seen as factual, with the media's "stamp of approval," and as a recommendation of your product by an impartial third party. In general, the larger the article, the more believable the information.

**Knowledge**

Sending releases to the media on a regular basis can keep the public abreast of what your company is doing, as well as keep you in the forefront of your customers' minds. The practice can also cut your advertising budget significantly, while accomplishing the same task...making your customers aware of your products, bringing your products to your customers' "top of mind," and spurring them to action.

**Interest**

Often, small business owners think they don't do anything exciting enough to warrant a news release. Well, that's just not true. Every business should have a few things happening that would interest the media. Some happenings, of course, would warrant more news coverage than others.

Following are just a few questions to make you think about using public relations to promote your business. The first six are probably worthy of short, one-page releases resulting in small mentions in the media. The last six show potential for larger feature articles. A simple release, however, is not generally sufficient to convince editors to run larger pieces. Personal contact is a must.

## A Dozen Reasons to Send a Press Release

### Questions

1. Have there been any personnel changes, promotions or additions in your firm? Have you signed up a new client?
2. Are you conducting educational seminars? Or, are you planning to speak at a professional organization's meeting?
3. Have you, or anyone on your staff, received an award in your industry? Has your regulatory board or trade association cited you for excellence?
4. Have you just elected your board of directors? Have you, or any of your staff, been elected to serve on the board of directors for another company or volunteer organization?
5. Has your company sponsored a charitable fundraising event in the community?
6. Do you offer an award or prize to your employees? This might be something like "Best Salesperson," "Most Health-Conscious Employee," or even "Give Me a Break!" (for employees who are never tardy or absent).
7. Have you started a new business? Significantly expanded your current services? Moved to new or larger offices? Substantially renovated your offices?
8. Have you developed a new or improved product? Have your existing products been on the market for 10, 15, 25, or 50 years? Can you celebrate your product's "anniversary?"
9. Have you purchased any major new equipment? Is it breakthrough technology?
10. Have you increased your sales since last year? Is that unusual for your industry in today's economy? Or, have you maintained your volume in a declining market?
11. Is there something unusual about your company, such as having a totally smoke-free staff, or every employee in your firm driving an American-made car and recycling aluminum and newspaper?
12. Do you have a strong opinion on a local situation or community problem? Can you offer a solution? For example, a real estate salesperson might devise a creative answer to the homeless problem.

### Think

These suggestions are just the tip of the iceberg. Put your mind to work! You are sure to discover many newsworthy ways to promote your business.

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**Press Release: Marketing Good News**

## A Dozen Reasons to Send a Press Release

**By Scott Lindsay**

Once upon a time a press release was sent to the nearest newspaper in the hopes that at least some of the release might make it to newsprint. Today a press release to a local newspaper may be included only as an afterthought.

In marketing your website the use of a press release can be an effective means of drawing people to your website.

Certainly there are skills involved in writing a press release and there are plenty of qualified freelance writers who can assist you in the development of a solid press release. However, as with any new process it is possible to learn the skill of press release writing.

In today's online community the press release is about more than trying to pass muster with the news media. Today press releases are routinely found on individual websites and can be picked up by affiliated websites. In essence when a press release is written it needs to appeal to the news media, but it also needs to connect with the public.

Many online businesses will place a 'press release' section on their website as a means of keeping visitors informed of new developments within the company or the website.

A press release can be developed for a significant number of events. For instance, if you provide a new website design you could send out a press release talking about the new design and the reasons this design is more functional and useful to your customers. If you launch a new service, a press release can be an easy way to encourage the curious to come take a look. If you have added a new line to your existing offerings, a press release can alert your customers and potential clients to the good news. If you've won an industry award a press release can work to instill a greater degree of trust in your firm.

There are several online companies that handle the distribution of press release information. Perhaps one of the most well known is PR Newswire, but there are other services available. Many of these services require a fee for distribution.

Many online netrepreneurs have learned that the effective distribution of strategic press releases can provide a sizeable return on investment in the form of new clients and unique visitors.

When you have good news you shouldn't hesitate to share it in the form of a press release. This is just one more online marketing tool worth exploring.

Scott Lindsay is a web developer and entrepreneur. He is the founder of HighPowerSites and many other web projects. HighPowerSites is the easiest do-it-yourself website builder on the web. Get your own website online in just 5 minutes with

at:



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