

This Free E-Book is brought to you by Natural-Aging.com.

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

A Great Press Release Can Really Get Your Business Noticed

By Alvin Apple

A Great Press Release Can Really Get Your Business Noticed by Alvin Apple

Getting a new business off the ground is a daunting prospect. There are so many things to consider: office space, equipment, personnel, and the all important advertising. Money is always tight in the beginning, and quite often by the time that last dollar is spent getting things up and running, the advertising budget just isn't there. Not to worry. There are many great ways of getting the word out about your business without spending a fortune. In particular, press releases have long been an effective way of letting the public know that your business exists.

Now a press release is not an ad, and any press release structured like an ad will be deleted in a second. The job of a press release is simply to alert the media to something newsworthy about your business. It's a bit like fishing. Whether or not the editor takes your bait depends on how you present your business, or even what kind of day the editor is having. In the end, it is entirely up to the individual editors whether or not they use your story.

When writing your press release, make it sound newsy. Don't start off with sales language. You can save the blatant commercial stuff for the end of the release. Choose something interesting about your business and create a headline. "New Innovations in Gardening Produce Beautiful Crop of Strawberries," is much more likely to be read than, "Johnson's Nursery Grand Opening Special: 50% off on Strawberries." Get the picture?

A Great Press Release Can Really Get Your Business Noticed

After you've got a great headline, fill out your story with interesting facts about your business. Give a brief history of what led you to what you're doing now. Mention how the needs of the market are changing and how your business is a result of those changes. Try using quotes. Whatever you do, make it interesting, and stay away from blatant sales language or specific offers.

Once you've got your release written, submit it to as many media outlets as possible. You can find media databases and lists of editors all over the web. One that I've had particularly great luck with is Gebbie.com, try them, and also do a search to see what you can come up with on your own. Submit

to all of your local papers, radio stations and TV stations as well. Too often people doing business online forget about local media, and sometimes they can be your biggest champions.

Linking your release to a popular story in the news can also get an editor's attention. If a specific topic is already on the tips of people's tongues, a related release is much more likely to be picked up. Media people tend to think that a typical audience can only stay interested in a few topics at a time, so if you can tie your story in to something that's already getting buzz you'll have a much better chance. If you don't get picked up right away, keep trying. What an editor ignores today may sound like a great story next month. Don't give up.

The time at which you submit your release is crucial as well. You will always have a better chance of being noticed if the editor receives your story before 3pm. Late afternoon is deadline "crunch" time for newspapers, past the prime news times of radio, and getting into last minute preparation time for TV news. Keep that in mind and don't get lost in the shuffle.

If you do it right, submitting a press release can be a great way of getting the word out about your business. There's money to be made out there if you just know how to do it.

Alvin Apple helps everyday people start businesses they will enjoy. Then he teaches them how to succeed. Read all his helpful strategies, including his latest article "How to Use Signature Files to Give Your E-mail The Personal Touch That SELLS," at <http://AlvinApple.com> Reach Alvin at 801-328-9006 or alvin@drnunley.com.

10 Secrets to Get Your Press Release Noticed

By Shannon Cherry, APR, MA

It's difficult enough running the day-to-day aspects of a business, let alone trying to drum up new business as you go. But according to Shannon Cherry, APR, even if you have additional staff helping to get the word out about your products and services, location and prices, delivery and sales support, news releases can make your company grow faster.

"A news release is sent to editors and journalists in order to generate a news story in the media," says Cherry, president of Cherry Communications which helps businesses, entrepreneurs, and nonprofit organizations to be heard through marketing communications. "It's one of the easiest and cost-effective ways to get your message out there. If a reporter decides to run your release, your business receives space for free – and more credibility than just running an ad."

Cherry explains that it's critical in today's business world to be seen, a key element in any business plan. She shares her top ten secrets to getting a news release noticed:

Your press release should sound like news, not an ad. You need to make sure your news is newsworthy, so start thinking like a reporter.

You should only send your press release to the media related to the topic of your press release. Don't just send the press release to every reporter you can find.

Keep your press release one page in length. Truth is, most editors will only read the headline and the first line or two of your release.

Your header, contact information and release date should be at the top of your press release.

Use short sentences and double space your lines.

Your headline and first few sentences should grab the reader's attention. Write like the news organizations you are targeting.

You should tell a story and mention your business, product or service in the body of the release.

Proofread your release many times. Look for grammar and spelling mistakes.

Follow up is not only recommended, it is vital. But don't call every other day asking if your release will run. Call once to see if there is any interest, but don't nag.

Stick to the facts. Tell the truth. Avoid fluff, embellishments and exaggerations. tone it down a bit.

And a bonus:

A Great Press Release Can Really Get Your Business Noticed

Use active, not passive, voice. Verbs in the active voice bring your press release to life. Writing in this manner helps guarantee that your press release will be read.

Shannon Cherry, APR, MA helps businesses, entrepreneurs and nonprofit organizations to be heard. She's a marketing communications and public relations expert with more than 15 years experience and the owner of Cherry Communications. Subscribe today for Be Heard! our free biweekly ezine and get a free special report: 'Get Set For Success: Creative, Low-Cost Marketing Tips to Help You be Heard.' Go to:

10 Secrets to Get Your Press Release Noticed

Top Secret Tool Builds Traffic

Site Promotion Tools: The Press Release

Press Release: Marketing Good News

Dramatically Boost Your Exposure With A Press Release

Press Release E-Manual

Beat that Fat

Instant Info-Product Business

Traffic Explosion

HIV/Aids Healed by the Power of God



This Free E-Book has been brought to you by Natural-Aging.com.

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