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CNN Anchor Kyra Phillips Turns Bad Press Into A Win...

By Kim Klaver

How do you come out a winner when the bad press you get is national and it's all over the Internet in 24 hours?

A winner is someone like Kyra Phillips, CNN anchor who accidentally took a microphone into the bathroom and then went on David Letterman to redeem herself.

Her reaction was on a scale with the bad press she got: national.

No matter where the bad press comes from, from the local paper to the national media, you can come out a winner if you adopt a transparent attitude, a sense of humor, if you're authentic and if you have confidence.

Everyone goofs up once in a while. Companies also goof up once in a while. Maybe they overhyped the product, as a local paper accused Mannatech of doing.

But that accusation, even if true, doesn't change what the product has done for anyone over the past 10 years, does it?

Hype and promises can kill good products.

Stick with YOUR story and the stories you know. That's all I'd need. After all, everyone says their science and technology is the best. What matters first to me is whether it WORKS for me. Everything else is either second or irrelevant.

P.S. Silly comments like "It's just a sugar pill" are usually from people with an agenda or axe to grind, on a par with "Oh, it's just pond scum." Like "the iPod is just another fad gadget," from the lips of a competitor.

Kim Klaver is Harvard & Stanford educated. Her 20 years experience in network marketing have resulted in a popular blog,

<http://KimKlaverBlogs.com>

, a podcast,

<http://YourGreatThing.com>

and a

giant resource site,

<http://BananaMarketing.com>

"HUGE FREE Exposure With A Press Release! – Part 2"

By A.T.Rendon

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Here is the basic format for a Press Release:

(You can also receive it via email at:
mailto:pr_sample@emailexchange.org)

Subject of email should read:

Press Release – [Then Type Your Subject In
Several Words or a Short Sentence]

[For the BODY of your email message, write:]

FOR IMMEDIATE RELEASE

CONTACT:

Your Name

Company Name

Street Address

City or Town, State, Zip

USA or Your Country

Phone:

Fax:

Email:

URL:

Short one sentence headline. This can be the same as your
Email Subject Header. The "KEY" is to make it a good one.

The "Subject" of your email message will either get your Message read eventually or deleted immediately.

Maximum of three paragraphs.

Cover the standard Who, What, Where, When, Why and How that media people deal with all the time.

Why bother with a Press Release?

If you have a good story, you can benefit from HUGE FREE exposure to a real world audience of millions, perhaps even tens of millions of people online and off.

A Press Releases must be sent to a media contact.

Pick and choose who you send a release to according to what info it is that you are trying to publicize.

For example, you do not want to send a release about a new AUTO PARTS to the editor of a SEWING magazine.

These media people can reach millions of people with just one Press Release. That is why it is so important to tap this FREE resource for publicity and exposure.

So, how do you tap into the email addresses of all these media pros?

Visit the web sites of the top media outlets.

Here you are going to need to do a little leg work. Or, rather, "let your fingers..." :-)

First, visit :

Internet News Bureau – Partial Distribution List
<http://www.newsbureau.com/medialist/>

This web site lists the names of 100's of media contacts that accept Press Releases via email. Unfortunately, they do not provide you with contact information as they sell that as part of their business.

But you can still make use of the list, because it is a list

of media contacts that do business on and via the Internet.

How do you get their contact info?

Easy. First of all, make a short list of those media contacts that you think would be most interested in your Press Release.

Keep in mind that MORE is not necessarily good in this case as your Press Release will be of interest to a narrow focus group of people.

However, even a SHORT list of, say 2 dozen, Media Contacts Could exposure your message to 10's of MILLIONS, FREE!

So, make use of your favorite Search Engine and find their web sites and also where to send your email Press Release.

Once your list is complete, send out your Press Release on

an individual basis, NOT bulk email or Bcc as this would make it too impersonal for the media contact.

You want their email address and name to show up on the headers of the email you send them so they feel it is a single mailing just to them.

They all know you are sending it out to many others but it gives a great illusion of being exclusive.

Want to tap into the big media outlets?

Visit the web sites of ABC, NBC, CBS, CNN, etc. and you will find not only the email address of the main offices but also many contact email addresses of the affiliates.

ABC
<http://www.abc.com>

NBC
<http://www.nbc.com>

CBS
<http://www.cbs.com>

CNN

<http://www.cnn.com>

Here is another FREE Resource that DOES supply you not only with the physical address of the Media Contact, but also with email address contacts when they are available:

FAIR's Media Contact List

<http://www.fair.org/media-contact-list.html>

There are also services available that will sell you a list of email addresses. I personally have never used one of these services so I suggest you investigate before you purchase.

Gebbie Press:

<http://www.gebbiepress.com/>

There are also Press Release Services that send out your Press Release – for you – to their established list of Media Contacts :

For a Fee Press Release Service

And, finally, here is the URL of a web site that has a list of things that annoy those that receive press releases for a living. It makes several good points:

Pet Peeves of the Press

http://www.automatedpr.com/pet_peeve.htm

If you do it all yourself, you will quickly find out that the time and effort you invest will be GREATLY rewarded.

A.T.Rendon is an entrepreneur and published writer. Subscribe to FREE Business Classifieds Newsletter& receive FREE online access to our Password Protected "FREE Submit To Over 2.6 MILLION FREE Ad Sites!" mailto:subscribe_fbcn9@emailexchange.org Visit us at:<http://emailexchange.org/?articles>



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