

GENERATE FREE PRESS FOR YOUR BIZ BY HELPING YOUR COMMUNITY

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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!

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By Rachel Goldstein

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Are you looking for a unique way to catch the attention of potential customers? Have you had a hard time getting the attention of the media and don't know where else to turn? Look no further, the answer has been right in front of you the entire time. Give back to your community.

FIRST STEP - FIND A CAUSE

You and your business have interests that can be converted in a great community service experience. Once you are matched with the right project, you will encounter a rewarding experience that you will always remember. You also have to consider what could possibly become a great news story. A good story converts into more business for you. More clients aren't everything, but it could very well be an excellent bonus.

A good example:

Shopee at Darling (<http://www.darlingbabysshoes.com/>), an affordable baby shoes store, was interested in the benefits of donating to the local Pediatric Hospital that was opening across the road from their new store. They decided to start a Paint-a-Mural project (<http://www.artistshelpingchildren.org/>) with Artists Helping Children. Children visiting their store can paint a mural while they are waiting for shoes. After completed, they donate to a local children's hospital. They get the benefit of:

1. Clients visiting their store because the clients enjoy painting the mural
2. Possibly more return clients because of the extra enjoyment of the activity
3. Clients will admire the store's values
4. Positive FREE media coverage every time they finish a mural and donate it to the local children's hospital
5. A free mural for the children's hospital

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It is all good as far as I can see. The Paint-a-Mural project is good for camps, clubs, companies, shelters, pretty much any organization. Maybe this activity isn't for your company, look for an activity that you can call your own.

HOW DO I GET THE MEDIA TO COVER OUR STORY?

In order to get press coverage you will need to send out a press release. If you are like most small business owners, you probably haven't even attempted to write a press release before. That's okay, everyone has to start somewhere. As long as you have a good story, you shouldn't have a problem. Here are some articles on how to write a press release: <http://www.allfreelance.com/pr.html> and below find out about online services to help you distribute your press release.

Distribute your Press Release for Free

PRWeb – <http://www.prweb.com/>
Press Box – <http://www.pressbox.co.uk/>
Biz Europe – <http://www.bizeurope.com/pressrelease.htm>
Local Business – <http://www.bizeurope.com/pressrelease.htm>
Free Press Release – <http://www.free-press-release.com/>
Click2Newsites – <http://www.click2newsites.com/>

Distribute your Press Release (Not Free)

Press Blaster – <http://www.pressblaster.net/>
PR Newswire – <http://www.prnewswire.com/>
Send2Press – <http://www.send2press.com/>
Advanced PR - <http://www.advanced-pr.com>
eWorld Wire – <http://www.eworldwire.com/>
M2 Presswire – <http://m2.com/m2/m2web.nsf/homepage?openform>
Press Release Network – <http://www.pressreleasenetwork.com/>
eMail Wire – <http://www.emailwire.com/cgi-bin/news/db.cgi>

Good Luck!

biz-domains with special characters

By Hans Peter Oswald

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Biz-domains with special characters will come soon. ICANN-Registrar Secura is announcing, that the company is accepting free pre-registration of biz-domains with German special characters(<https://www.domainregistry.de/biz.html>)

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On October 12, 2004 the registry of biz–domains will introduce IDN.BIZ–domains, or domain names featuring foreign language characters. The German language will be the first non–english language to be introduced at biz–domains.

With the introduction of German script IDN names, ICANN and NEULEVEL accredited Registrar Secura will be able to offer customers the ability to register biz–domains containing the IDN characters.

Hans–Peter Oswald

<https://www.domainregistry.de/biz–domain.html>

CEO ICANN accredited Registrar Secura You can publish this article for free if Author and URL are mentioned.



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