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Greater Online Exposure through Press Release Submissions

By Hillary Lane

Every business owner looks for ways to constantly stay ahead of their competitors when doing business on the Internet, or in general. The main component of success involves increasing their website visibility in the search engines. Obtaining better search engine placement and having increased online exposure is a process that takes time, patience, and access to qualified resources. The solution? The implementation of press release submissions will be one giant leap toward a successful online marketing strategy.

Online press release submissions can accomplish many goals that relate to your online positioning strategy. Getting your website content syndicated should be a top priority in your overall marketing strategy. Content syndication will send your website marketing efforts into overdrive if conducted in an ethical manner. I say the word "ethical" because there are many so-called website owners who are using shady techniques to get better search engine rankings and online exposure by utilizing short term spam techniques. Consequently, you will be left with short term placement results and have created a bad name for your company within the Internet marketing community.

Online news wires are taking advantage of RSS (Real Simple Syndication) technology in order to extend their marketing reach via the Internet. This enables your company news to be seen on a variety of websites related to your business news. Furthermore, your news will also be syndicated on other websites if they use news related content. This is a popular means of keeping one's web site up-to-date with industry related content.

Imagine being able to see results in matter of weeks, instead of months as with traditional internet marketing. If your marketing efforts are not getting you the amount of online exposure you desire, I would suggest implementing the power of press release submissions through RSS technology. It is time to gain a competitive advantage in your industry and jump start your online marketing exposure. Press release submissions are the key to unlocking your true marketing potential.

Hillary Lane is an Internet Marketing professional who specializes in Writing, Optimizing, and Distributing Press Releases and Articles. Her core competencies are in Link Popularity strategies and acquiring new customers through Search Engine Optimized News Releases. To learn more about her

services, please visit

<http://www.engine-iuspressrelease.com>

"HUGE FREE Exposure With A Press Release!"

By A.T.Rendon

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The whole process of releasing information to the media can be very tedious. There are many online services that will do the job for you for fees ranging upwards of \$500.

However, even if you never heard of a Press Release before, a little online research will yield the SECRETS to establish your very own release in the format expected by the media pros who already receive hundreds of submissions daily.

And, just one successful "Press Release" can bring you HUGE FREE Exposure!

The first import thing to know is the FORMAT.

Nothing will get your Press Release deleted faster than sending it out in the wrong style with too little or even too much information. Send for your free copy below.

FREE Sample of a proper Press Release:

Via Auto-Responder at: mailto:pr_sample@emailexchange.org

If you "know" the basic format for a Press Release, then you have "Won the Battle" to at least get your info read by someone that can expose it to a huge audience and all for the incredible low price of FREE!

That is the whole premise of a Press Release.

You give vital info to the media and they spread the word as a service to all of their viewers, readers and subscribers.

If all you have to offer is some chain letter or one of those, "Give me \$10.00 to earn \$1,000,000!" do NOT waste your time or the valuable time of the media rep

to which you eventually email your release info.

I found all the info I needed to create my very first Press Release by doing a great deal of research online.

It takes many hours of research but basically, all the info

you need to actually create a Press Release can be found online with just a little digging on your part.

Just go to your favorite search engine and enter in the words, "Press Release", and you will find a wealth of information.

Of course, if you do not want to bother with the research, you can always make use of one of those "Press Release" services which can run you upwards of \$500.

But, as I already mentioned, all the info you need is online, there for the taking. That is what I did.

Why pay when you can get it for FREE?

My first Press Release was so successful, that after just one week, I had to stop taking orders. It was too much for me to handle and process.

Better to stop taking orders for something you will not be able to supply than accept the order and then be unable to fill it properly.

I got coverage in newspapers, magazines and on TV!

All of this media coverage was given to me for FREE!

And it all happened just because I emailed out around 100 Press Releases! There are literally thousands of such media contacts. Pick and choose according to what info it is that you are trying to publicize.

These 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.

Next week's article, will reveal the basics of a Press

Release which will save you hours of research, and also detail for you how to tap into the email addresses of all these media pros.

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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