

"HUGE FREE Exposure With A Press Release!"

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"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](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.

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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

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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](mailto:subscribe_fbcn9@emailexchange.org) Visit us at: <http://emailexchange.org/?articles>

### **Top Secret Tool Builds Traffic**

**By Larry Johnson**

Is it possible that today's internet marketers are missing one of the best, most powerful marketing methods available to them today.

Something that is lying right under their noses and still they have overlooked it.

Something that is free, yes I said it, "free", and they have missed the opportunity to seize it and use it to its fullest.

There are many methods of promotion available on the internet and off line too. For several years I have tried just about everything, but there is one that I have not utilized fully. Along with others, I had underestimated the value and power of a press release.

Many entrepreneurs are not using the best promotion tool available, according to one expert in the field. Angie Dixon, the Press Release Diva, advises that press releases are the best marketing tool most people aren't using.

A well-written press release, distributed by the several high-quality free press release distribution services on the Net, can bring a wave of traffic, says Dixon.

"I recently ran a press release through a free service. The release was picked up by Google Alerts. I got a subscriber every 87 minutes for 24 hours. I couldn't buy that kind of result," Dixon says.

Yet most entrepreneurs aren't using press releases at all, or aren't using them correctly. This is all about to change.

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Dixon gives two reasons for this. Many people, she explains, aren't aware that press releases can be such a powerful marketing tool. Others know about press releases but do not know how to write an effective release.

Angie Dixon, the Press Release Diva, offers an interactive online course in press release writing. You will discover all of the necessary skills and tools to develop, distribute and track your press releases.

The additional traffic you will receive from the press releases will be welcome and best of all it is free.

Angie Dixon is the Press Release Diva. Learn more about Angie Dixon's online interactive course, visit:

<http://ultimatetools.net/t.cgi?PRcourse>

The first session begins January 16. Course openings are

limited. Enroll now. This article may be freely reprinted as long as this resource box remains intact.



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