

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

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"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.

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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.news bureau.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?

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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 expose 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

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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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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.

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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.

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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.

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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!