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How To Ruin Your Press Release in 3 Easy Steps

By Karon Thackston

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by Karon Thackston © 2003

<http://www.marketingwords.com>

I see it almost every day. People who want to generate a press frenzy, but go about it in just the opposite way that they should.

There are some definite strategies you need to use when writing a press release that gets results. There are also some long-standing, proven ways to completely and totally ruin your release. In an effort to help you get what you want out of your next press campaign, I'd like to share the top three "bombs" with you.

Step One – Ignore Your Target Audience

Just as with advertising copywriting, you have to understand who you're writing to and what those people want. When you write a press release, you're not targeting the end user... you're targeting journalists.

While your potential customers may respond to claims that you're the best, that your product or service is going to make them happier, healthier, richer or more beautiful... reporters will definitely not!

Journalists are fact-oriented people. Their job is to give a well-rounded view of anything they write about... new scientific developments, the latest upheaval in the Middle East, or your product or service. In order to appeal to journalists, you'll have to give them the facts and allow them to make up their own minds. Anything less will be a huge turn-off that will cost you any type of publicity from the reporter's publication.

Step Two – Write Your Press Release Like an Advertisement

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This step – if done properly – can ruin your press release all by itself. There is nothing more annoying to journalists than receiving a hype-filled sheet labeled "Press Release."

I've actually read about cases where reporters turn over such "releases" to their advertising department as leads! Remember what we just discussed in Step One? Now that you have a good vision of your target audience in mind, don't blow it when you begin to write.

Keep a picture of Tom Brokaw or some other stiff-necked news anchor taped to your computer monitor while you write. If you wouldn't hear Tom using the verbiage you're typing into your release on the nightly news, don't include it in your copy.

Step Three – Send Your Press Release Out to Everybody on the Face of the Earth Whether It Is Applicable to Them or Not

Here's yet another "tactic" that so many well-meaning people misunderstand. Again... just like advertising, you have to keep your target audience in mind.

If you manufacture automobile parts and sell them to repair shops, would you advertise in a golf magazine? Certainly not! Why? Because it's very unlikely that you'll get any response. Wholesale auto parts are not what most golfers are looking for.

The same holds true when distributing your press release.

Take the time to develop, rent, buy or broker a list that will get your release in front of people who will actually care. Will it be free? No. Will it work? Unless you use one or all of these three ways to ruin your release, it should.

Are there more ways to ruin your press release? Oh sure! Lots of them. But these "Top 3 Killers" require the most attention. Before you write your next press release, take time to stop and think. Are you using any of these three steps? If so, make changes now so your release will accomplish everything you've hoped for.

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.

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

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:

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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