

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How To Write A Press Release

By MalaMaal.com

How To Write A Press Release

The word "Press Release" seems to scare most people to death. On top of that -- not many people take the time to even think of writing their own Press Release. We hope this brief article will help clear up some of the mystery's surrounding this simple form of marketing.

The first thing you have to remember is that a Press Release is a "news" item. It needs to "inform" people, NOT sell them something. For example, you are reading this report because you want to learn something that will BENEFIT YOU. You aren't reading it just so you can buy something else. If money is the deriving force in your business -- you won't go too far. Your main goals should be in pleasing customers, providing them with a high-quality product and more than their money's worth. The trick is to do all this while still making money.

People don't care what mountains you had to climb, what seas you had to cross or what tribe of people you had to learn the ways of just to find a secret formula. Instead -- they want to know WHAT the secret formula is. Get the idea?

The sales circulars you print and mail sell your product. A Press Release informs others about your product. Instead of your main objective being to sell the product and have the customer send in an order immediately, a Press Release informs the customer exactly how your product will benefit their lives. This must be conveyed in the form of a "newsworthy" Press Release. If you have a sales circular to sell a product, you can easily turn it into a Press Release without much difficulty. It's just a new marketing angle of presenting your product to the public.

The following is an example of a typical Press Release for our publishing services:

So many people are entering the mail order market these days, but so many of them are getting ripped-off by a bunch of hype. People are promised untold riches in a short period of time. The hype ads play with their emotions by making them believe it's so easy to make money through the mail. It's sad.

How To Write A Press Release

However, a new book has just been released to help solve these problems for the average person. For the first time in history — a REAL directory has been compiled listing the ACTUAL name and addresses of 179 honest and trustworthy mail order folks. People can write DIRECTLY to these people and receive FREE information to get them started in their own business now!

It's unbelievable. Without trying to sell you anything else, you can get this book for only \$4.95 — a price anyone can afford. Meet the real mail order dealers who care about their products and wants to help you get started doing what they are doing.

Only available from Graphico Publishing, PO Box 488, Bluff City TN 37618.

As you can see, this is a short but sweet Press Release — however, you should be able to see the "newsworthiness" in it. It's main focus is on the fact that most people get ripped-off when they start

their first mail order business. The solution to this problem is a new directory that is available for the first time in history. The sell is slowly led into because the reader will naturally want to get their hands on this one. It doesn't ask for money — it only tells the reader how to get a copy if they want one.

Here's a great test for a real press release. Since your final sales pitch is included in the last paragraph — read the Press Release aloud. Would it still be worth reading WITHOUT your sales pitch? If so, it's probably a Press Release.

Press Releases come in many forms due to the product you are writing about. However, the basic rule of thumb still applies. If you've never wrote one before — it may be a little difficult. Don't despair. Grab the latest daily newspaper and read some of their informational articles. Notice how each article is written and pattern yours after the same format. After you do a few of them — you'll be able to "get the picture."

When your Press Release is written to your satisfaction, the proper way to submit it to a publisher is:

Be sure and type it on a typewriter or computer.

Standard format is double-spaced and not longer than two 8 1/2x11 pages.

Be sure and put your name, address and page number at the top of each page.

Write the words: "For Immediate Release." at the top.

If you are only sending the press release to one publication — tell them it's a "first run."
This Article is Courtesy of

<http://www.MalaMaal.com>

– the ultimate Resource for

Instant Download

eBooks and Software

covering various subjects that include health, self–improvement, diet and weight

loss, recipes, love and relationships, Christianity, blogging, RSS, sales and marketing, scripts and templates, search engine optimization, traffic building, etc. You are free to reprint this article in other websites, as it is without editing, as long as the author's biography and all active hyperlinks (including anchor text) remain intact.

MalaMaal.com

is a unique eStore with the Latest Collection of

Resell Rights eBooks and Software

.

Most of these eProducts are sold at fabulous discounts, some at over 90% Off on their list prices. Free eBooks are also available for instant download.

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.

How To Write A Press Release

"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 netrepreneurs 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:

<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.



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!