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**How to write a press release**

**By Martin Bailey**

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A well structured press release is an excellent way of receiving free publicity for very little effort and cost. It is simply the process of writing a newsworthy story about your company, products or services in a reasonably standard format, and then distributing it in the correct way to relevant media contacts.

This document contains only a brief overview of the basic structure of a release. For a more in-depth walkthrough of the Do's and Dont's, together with a step-by-step guide with examples, refer to Chapter 2.1 within the 'Marketing your Business' book, available at [www.marketingyour.biz](http://www.marketingyour.biz).

Start by ensuring you actually have a story that is newsworthy – nothing annoys editors more than continually getting items that are of little or no interest to their target audience. A news story might relate to:

A new product launch

New appointment of staff

Forthcoming event

Customer case study

Company performance

The title of your press release is very important and should be short, snappy and to the point. It has to make the editor interested enough to read the first paragraph, but also tell them precisely what the release is about, so there is no room for ambiguity here.

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The first paragraph must follow the title in summing up the rest of the release's content, but delving a little more into the depth of the story. It needs to contain the 'who, what, where, how and why' to your story.

The main body of the release is where you go into more detail. You need to substantiate the claims you made in the previous paragraphs as to why this story is of interest to the person reading it.

The closing content is to direct the reader as to where they can go to find out more. This might direct them to a sales line, a website, or where a product is available for demonstration/purpose.

Finally, you need to tell editorial staff about your company. Not all of them have photographic memories, so include a short paragraph with an overview of your business.

Chapter 2.1 within the practical sections of 'Marketing your Business' also includes a full sample press release, together with examples of releases from blue-chip companies. It also discloses some of the

glaring mistakes made by many companies and highlights what you can do to help ensure your press release gets read and published. The following chapter also recommends several ways to distribute press releases correctly.

Since 1992 Martin Bailey has been involved with the marketing activities of small and medium sized companies, either through working directly for the organisation or by assisting friends and colleagues in their own business ventures. Based in the UK he regularly assists companies around the world in creating product and brand awareness for their chosen marketplaces. He has also written a number of IT and technical articles for niche market trade magazines.

### **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

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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.

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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