

Is Your Website Spreading Stories About You?

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**Is Your Website Spreading Stories About You?**

**By Tatiana Velitchkov**

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If it's not, then consider changing its format to make sure it DOES.

Although many brick & mortar entrepreneurs know the importance of having their own websites, most of them still have few ideas for maximizing them, and often end up with nothing more than an "online brochure."

"But a brochure is all we need." some of them say, or "We can't afford to put up anything else."

But what if you discovered that -- with just a few revisions & for exactly the same cost -- you can actually transform YOUR OWN ordinary brochure site into something more dynamic?

And what if I told you that everything you need to know about this "something more dynamic" is already outlined right here in this article... and all you have to do is read?

Click Here For Publicity

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This dynamic thing we're talking about is none other than the "online press kit," and it isn't really as mysterious as it sounds.

In the real world press kits are used to get media people interested in your product, your company, and even in you.

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But it could also be rather costly, particularly if you want it to leave a good impression.

The online press kit offers business owners the chance to still make that good impression, but at much more affordable rates.

### Four Ws, One H

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At its most basic level, the press kit is simply a "packet" that contains the most important information, tools & details that a reporter would need to intelligently write about an event, person, or company.

Take this concept and translate it for the online medium, and there you'll have an online press kit.

In much the same way that media people depend on the "four Ws and one H" to effectively cover a story, there are also "four Ws and one H" that you need to know about creating a press kit... especially when you plan to use them online:

\* WHO should benefit from an online press kit?

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If your answer to this question is "the company / website owner," then you're not quite right. (Not "wrong." Just "not quite right." :-)

Although it's only logical to expect that an online kit will bring in additional publicity for you & your company, it should first & foremost be designed to benefit someone else:

The Press.

The reporters, researchers, segment producers, broadcasters.

These are the people who are constantly looking for interesting stories & running against tight deadlines; these are also the people who have the ability to shine a spotlight on you & your company... as long as you offer them the right kind of story.

\* WHAT should be included in an online press kit?

Because the press kit is designed to entice & satisfy the press, try to keep their needs in mind when putting together your online kit.

Essentially, the most important components of your kit will be:

### 1. Your Press Release

Like we said, the media are always on the lookout for interesting stories, and your press release is the first place they'll look if they ever expect to find any on your

site.

So apart from making "new product" announcements and tying up your business events with the latest controversial news, you can also gather interesting press release material from:

- your unusual hobbies, interests & accomplishments, or those of your employees
- your staff's experiences with famous (and infamous) people
- your company's involvement in outreach programs, sports, or community events
- and just about anything that has happened to you & your staff that reporters have never heard of... but have a good chance of becoming interested in.

### 2. Articles You've Written, or Articles Written About You

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Once you've hooked them with an interesting idea/story, reporters would want to assess the reliability of the source (you).

The best way to establish your credibility at this point is to show them how much you know about your industry, and how other press people have turned to you as an expert/authority.

### 3. An "Interview" With You

So you've hooked them with a story, established your credibility, and now they want to do an interview with you.

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The most logical step they can take now is to contact you & set up a meeting... But what if they don't have the time?

What if their deadline's in an hour, or you're living in a different time zone, or the show is due for taping in 2 days and they're not sure if you can still book a flight?

Then do the next best thing, only made possible because of the magic of the internet: provide them with an instant "interview with you."

This "interview" can come in 3 different forms:

– A Q&A document file where you provide answers to the most frequently asked questions about you and your company.

– A streaming video file showing you answering the same

questions, or

– An audio file containing basically the same thing.

This way, any media person interested in your story will have no excuse NOT to feature or talk about you, because everything has been provided for in advance.

Aside from these "Top 3 Things" to include in your kit, you can also put in:

4. The general history of your company
5. Biographies of key staff members
6. Your brochure
7. Photographs of your people & products (all captioned)
8. Your business card
9. Interesting quotes / stories from relevant personnel
10. A calendar of future events
11. Downloadable product samples
12. And other downloadable (or at least deliverable by mail) promotional items.

\* WHERE do you put your online press kit?

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Because of the Net's interconnectivity & flexibility, your online press kit can actually be created as a stand-alone

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URL with its own domain name, or you can link to it from your index page to within your main site, maybe with a special icon designed to attract the attention of the press.

\* WHEN should you turn your site into a press kit?

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Although you can choose to revamp your site anytime & have a year-long accessible press kit online, you can also choose to make the change in time for a specific event, like:

- When you're launching a new product.
- When you've published a new book.
- When you're lowering your prices, or when you're raising them.
- When you'll be appearing as a guest speaker or lecturer.
- When you'll be interviewed on television or radio.
- Or when you'll be participating in a press conference

or trade show, and you only have a limited number of printed kits to go around.

\* Finally, HOW do you maximize the publicity potential of an online kit?

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As with everything else on the web, the simple act of building a kit doesn't automatically compel the press to gravitate towards it.

In order to be effective, people should know about it first; here are a few strategies to make sure your kit reaches the RIGHT people — who will hopefully also give you the RIGHT kind of publicity:

- Create CD copies of your online kit, package them with attractive labels & designs, then send them to the press via postal mail.

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You can also distribute these CDs in place of business cards... particularly if your clients are on the brink of saying "yes."

– Update your press releases regularly to reflect a keen awareness of the most current issues, then submit them to the search engines for ranking & filing.

– Submit your press release to the online press release services, remembering to provide a URL link to the entire kit on your website.

– Finally, you can also make use of trade show opportunities to distribute flyers or small cards containing your press kit's URL.

Cheaper to print than a full color press kit, these cards will nevertheless point the media towards the right stories & information... stories & information about YOUR company & YOU.

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### **Sober up! Fast–spreading Sober.i virus spotted by BitDefender Labs**

**By Roxana Danaila**

#### **Sober up! Fast–spreading Sober.i virus spotted by BitDefender Labs by Roxana Danaila**

BitDefender Labs have detected a new viral threat, in the shape of a mass mailer called Sober.I (a.k.a W32 / Clonz.a). The virus spreads via e–mail, using spoofed addresses and a variety of social engineering tricks. Chief among these is the fact that it can create e–mails in either English or German, as did the previous version of this piece of malware.

Another trick used is to add a string claiming that the e–mail has been scanned for viruses and found clean. The virus is spreading so fast that analysts warn it may actually crash some mail servers.

"The remarkable thing about this new virus is the amazing speed at which it is spreading. This may prove, once more, that computer users have not learned anything, or too little from past virus outbreak experiences. It's a highly unfortunate situation, as everyone should become more educated in this regard and understand the importance and advantages of using a proficient antivirus software," stated Bogdan Dumitru, BitDefender Chief Technical Officer.

None

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