

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**PR – Media – Spin – All That Jazz!**

**By Donna Lehman**

**PR – Media – Spin – All That Jazz! by Donna Lehman**

Public relations can be a very powerful, far-reaching tool for small businesses, or even individuals. It delivers a big impact for very little cost. But it can also be trouble when not managed well. It's definitely a double-edged sword. Just ask Martha or Janice.

Compelling Fact #1

Launch release – MarketUP

Accessed: 39,571 times Media pickups: 531

Search engine rankings: Google ranging 1–11 within 30 days

Links and leads from Google: Increased 650%

How to get results

Use press releases judiciously as part of an overall marketing and communication mix. The "story" should be interesting and newsworthy, NOT a pure pitch or advertisement. Yes, by all means announce a product launch, but make sure the content provides some actual benefit to your audience. Remember that the media are always hungry for stories they can use: Give them what they want.

Compelling Fact #2

New site launch – Beauty Is Science

After only 48 hours

Accessed: 20,861 Media pickups: 351

Calls from producers of video newsreels, Inflight Profile, and infomercials

PR is also a great way to keep your clients, prospects and the community informed about your activities. Because the online wire services have become easy to access, many sites populate targeted content automatically with news feeds. For example: you customize your homepage on Yahoo, and choose the kind of headlines you want to see. Yahoo pulls those stories, untouched, directly off the newswires. Automation like this can put you in front of millions of eyeballs. So - make sure that what a reader sees is what you want them to know, because press releases are FOREVER. They are archived, passed around, and searchable.

### Compelling Fact #3

Social change – Berkeley School District's inadequate treatment of special needs children

Accessed: 14,150 Media pickups: 208

District reaction: New resources hired, training procured

The other thing press releases can do is raise your profile in the search engines. Google, Altavista, Hotbot and others constantly queries news sites, and one well-written release with the right intro and keywords is worth hundreds, even thousands of dollars in click-through advertising. Our own launch release put MarketUP on the search engine radars faster than any submission process, and is still generating traffic three months later.

### Compelling Fact #4

Rocket-Hire - Buyer's Guide announcement:

Accessed: 8,698 Media pickups: 320

New Sales: 6 Search engine ranking: Elevated

Our most recent release, for our client Beauty Is Science, went out just over 24 hours ago - and you can see the results up above. Plus, I've fielded calls from video newsreel producers, InFlight Focus and an infomercial producer wanting to run stories based on the press release.

### Some tips for PR:

- Pick a professional to help write the content. Writing newsworthy material is definitely a science.
- Make sure the article is focused, and has plenty of relevant data, links, and quotes.
- Provide a way to make instant contact if someone is interested in more information.
- Don't forget to include your URL!

### Some reasons to submit releases:

- Launching a business or website
- Introducing new products and services
- Announcing new partners, promotions, alliances or significant management change
- Signing new clients or distribution channels
- Supporting a community, non-profit, or holiday event
- Announcing awards
- Celebrating an anniversary

So if you haven't given PR a shot, or you published one release ages ago when you first launched and it's gathering mold on your website – think again about accessing this valuable conduit to reach a broader audience of potential buyers.

Feel free to write Donna Lehman with comments and suggestions: [dlehman@market-up.com](mailto:dlehman@market-up.com)

**Jazz Goa**

**By Jazz Goa**

Jazz Goa is formed by a group of musicians and music lovers to promote jazz in and out of Goa. The club's principal aim is to improve the lot and provide an organised platform for local as well as visiting international jazz musicians. Goa has always been a favoured chillout destination for some of the world's greatest jazz musicians. Beautiful surroundings, peaceful laidback lifestyle and the people's genuine warmth and hospitality has made Goa an inspirational paradise for creative artistes from all over the world. Jazz Goa will play host to visiting jazz musicians offering them opportunities to perform in informal jam sessions as well as full fledged concerts and professional gigs at various venues in Goa that feature live jazz.

Jazz currently has a niche audience in Goa and one of Jazz Goa's goals is to broaden the listener base by encouraging general music lovers to experience and enjoy the magic of spontaneously improvised music through workshops and interactive sessions with performers. Spontaneous improvisation are the keywords to jazz and very often jazz musicians create some of the most memorable music in live performance as opposed to recordings produced in clinical studio sessions. Future plans of Jazz Goa includes releasing live recordings of selected performances in Goa, sourcing corporate sponsorship to launch deserving local jazz musicians at an international level and scholarships to finance talented youngsters who would like to study jazz at some of the worlds best institutes. Most importantly, with current trends of canned music being peddled as live music, Jazz Goa hopes to keep live music alive in Goa! for more information about Jazz Goa please visit

Jazz Goa—the new jazz club in Goa!

Jazz Goa

All About Jazz!

Learn Popular Jazz Piano Chords Online

Jazz Wedding Music, Perfect for Every Wedding Day Event

String Quartet vs. Jazz for Your Las Vegas Wedding Music

The Classified List

Press Release E–Manual

Bread And Biscuit Baker's And Sugar–Boiler's Assistant

News Letter Genie Pro

Easy PDF Publisher's Toolkit



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**