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Post Your Press Release – Free

By Francine Silverman

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The Internet has become a global bazaar with everyone hawking their wares. Freebies are shrinking as we discover more ways to part with our dollars. As author of the 2003 guidebook, Long Island Alive, I was heartened to discover that [www.longisland.com](http://www.longisland.com) accepts press releases when the information pertains to Long Island. Shortly after posting a press release about the publication of my book, a Long Island radio station called me for an interview.

It should always be that easy! What if you're a local business in New Jersey or Iowa who wants to get the word out about a new product featured on your website? In searching for sites that offer free postings of press releases, I came across a piece by Marcia Yudkin, a contributing author at [www.powerhomebiz.com](http://www.powerhomebiz.com), which lists nine such sites. However, e-zine articles often lack datelines and can languish at a site for years, so I decided to investigate.

Of the five extant sites, I found [www.prweb.com](http://www.prweb.com) among the best. One hopes PR Web will continue to offer free press release distribution. It's an easy site to navigate and virtually every business is welcome to contribute its news. You choose among a long list of industries and your release is placed with that group - the most recent goes at top. Some industries draw many more releases than others. One time there were 941 travel, 548 real estate, and 227 insurance releases to weed through. Sometimes it pays to be unpopular! Two words of advice: Register first at Member Login and examine the site carefully before submitting. A scroll-down menu is at the bottom of the release page and is easy to miss.

Remember as a kid you were rewarded with a gold star for good deeds? PR Web awards stars to its financial contributors. One star is placed beside your release for a \$10 donation; the bigger it is, the more stars. And the more stars, the higher up the release. As a free site that keeps your release up for a long time (some date back to Nov. 1999), \$10 seems fair.

I tried submitting my press release ten times to Press Box, [www.pressbox.co.uk](http://www.pressbox.co.uk), before giving up. The "Timeout" message suggested that "there may be too many people accessing this page." But when I

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tried a few hours later, it went through. This is a London-based website "used by thousands of media relations professionals each week," but it's hard to know if there are American journalists among them. The site has 20 broad categories, such as sports, finance and health.

Click2NewSites.com, [www.click2newsites.com/press.asp](http://www.click2newsites.com/press.asp), also allows you to post a press release according to your category. If you read some of the releases, you'll find news about new websites, research findings and promotions - literally everything. Your release appears within 48 hours after acceptance. Readers choose from among headlines that are linked to their respective releases, or select "New Sites" and pick a category. The site claims to average 22,400 visitors a month.

[www.ideasiteforbusiness.com/direct.htm](http://www.ideasiteforbusiness.com/direct.htm) was the most frustrating, but I was impressed with the support system. After entering my ad (they're actually releases) and all the required information, the page

would not submit regardless of how many times I tried. I e-mailed them and shortly after received an e-mail apologizing that their database was down. The writer, Mary Gillen, asked me to replicate the ad in an e-mail, which I did. She couldn't have been nicer if I were a paid customer, even e-mailing a thank-you. There are 40 free categories (and 80 for business advertising) but none for travel, so I chose "Pets/animals." My book has so much information on pet-friendly lodgings and pet stores that I wrote a press release geared to pet owners and submitted it. If you don't find a fitting category, think about how you can relate it to an available category. For instance, there's no category for car dealers, but dealers who provide parking and storage and have news about them can choose that category. Or perhaps the dealer is also a musician - there's a category for music/vocals/instruments. It's worth checking out.

<http://books.dreambook.com/profitpoint/pressreleases.sign.html> is entitled "Las Vegas Comp Getaway's Free Press Release Announcement Site." It's easy to navigate but hard to know what the site's all about, except that the host, Dreambook, does web hosting. You get as much space as you need and the releases appear immediately, but I can't help thinking that no one will read it. For one thing, the releases run into one another. Also, there is no way to edit them or anyone to contact.

Are you in real estate, lending or banking? [www.mortgagemag.com](http://www.mortgagemag.com) accepts all types of releases pertaining to those industries.

So how did these freebies pan out? PR Web provides a record of hits to contributors who pay \$10 or more. In less than a week, according to the stats, my release was read three times (probably by me); it was picked up by a media outlet four times, forwarded to a third party seven times and printed nine times. Whether these numbers are considered good, or whether my book will sell more copies, is anyone's guess.

The keyword here is "luck."

Francine Silverman is author of *Catskills Alive* and *Long Island Alive*, guidebooks published by Hunter Publishing and each exceeding 500 pages. [www.nystatetravel.com](http://www.nystatetravel.com)

## **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.

"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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