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Press Release, An Alternative For Paid Advertisement. Step 1

By Emma okafor

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What's a press release? This is generally a one page story about your business, your product/service or an event happening related to your business that is about to, or recently occurred. These publicity stories are generally "shot gunned" to newspapers, radio, television and the trade publications.

Then imagine having your products/service written on newspapers, trade publications, aired on radio and viewed on television absolutely for FREE!!! Pal, that's going to skyrocket your profit target. That's what press release can do for you. It's not going to cost you anything to do this, not a dime.

Don't get excited yet because survey shows that 95% of all press release are rejected, they don't make it. The problem is getting the people to whom you've sent these press release to use them, publish or broadcast them. But this article will show you the art of making a good press release that will be accepted by news directors and editors, and give your product/service the publicity it needs.

The two basic things to pay much attention in making your press release is the writing and presentation. So lets start from writing. What would you write about? You can write about just anything but please it" MUST be something that will sell the first person receiving your material – the editor or news director. Then the media man will quickly see and understand how your product or service benefits, his readers – thereby making him a hero to them.

Go right to the point and say your product is lower in price, more convenient to use or in what way your product or service is useful to the people in general. It's a good idea to include a complimentary sample of your product. Don't make the mistake of telling the story of your ups and downs towards your success about your product/service. They don't have time for that, they only want things that alerts them of something new and probable real interest to their readers.

Try to associate your release with current events in the news. Is there job layoffs, increased unemployment, and inflation or growing need for earning extra income? Then its an opportunity to cash

in if you have a product/service that's a solution.

Now you have gotten a story to write, to make it to be attention grabbing depends on how you write your headline. Lets say your product/service offers a solution to the above mentioned problem. Here's an example of a headline that could be used – MONEY MAKING GUIDE: SECURE YOUR FINANCIAL FUTURE, NEW SOLUTION FOR THE UNEMPLOYED.

You can write the headline before the story, and then a story to fit the headline or the story before the headline, and then a headline to fit the story either way basically the same as writing a space ad or a sales letter; you attract attention with the headline and fill in the details with your story.

Emma okafor, an online market researcher and writer. His blueprint success in online marketing is available in his site

How To Ruin Your Press Release in 3 Easy Steps

By Karon Thackston

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by Karon Thackston © 2003
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I see it almost every day. People who want to generate a press frenzy, but go about it in just the opposite way that they should.

There are some definite strategies you need to use when writing a press release that gets results. There are also some long-standing, proven ways to completely and totally ruin your release. In an effort to help you get what you want out of your next press campaign, I'd like to share the top three "bombs" with you.

Step One – Ignore Your Target Audience

Just as with advertising copywriting, you have to understand who you're writing to and what those people want. When you write a press release, you're not targeting the end user... you're targeting journalists.

While your potential customers may respond to claims that you're the best, that your product or service is going to make them happier, healthier, richer or more beautiful... reporters will definitely not!

Journalists are fact-oriented people. Their job is to give a well-rounded view of anything they write about... new scientific developments, the latest upheaval in the Middle East, or your product or service. In order to appeal to journalists, you'll have to give them the facts and allow them to make up their own minds. Anything less will be a huge turn-off that will cost you any type of publicity from the reporter's

publication.

Step Two – Write Your Press Release Like an Advertisement

This step – if done properly – can ruin your press release all by itself. There is nothing more annoying to journalists than receiving a hype-filled sheet labeled "Press Release."

I've actually read about cases where reporters turn over such "releases" to their advertising department as leads! Remember what we just discussed in Step One? Now that you have a good vision of your target audience in mind, don't blow it when you begin to write.

Keep a picture of Tom Brokaw or some other stiff-necked news anchor taped to your computer monitor while you write. If you wouldn't hear Tom using the verbiage you're typing into your release on the nightly news, don't include it in your copy.

Step Three – Send Your Press Release Out to Everybody on the Face of the Earth Whether It Is Applicable to Them or Not

Here's yet another "tactic" that so many well-meaning people misunderstand. Again... just like advertising, you have to keep your target audience in mind.

If you manufacture automobile parts and sell them to repair shops, would you advertise in a golf magazine? Certainly not! Why? Because it's very unlikely that you'll get any response. Wholesale auto parts are not what most golfers are looking for.

The same holds true when distributing your press release.

Take the time to develop, rent, buy or broker a list that will get your release in front of people who will actually care. Will it be free? No. Will it work? Unless you use one or all of these three ways to ruin your release, it should.

Are there more ways to ruin your press release? Oh sure! Lots of them. But these "Top 3 Killers" require the most attention. Before you write your next press release, take time to stop and think. Are you using any of these three steps? If so, make changes now so your release will accomplish everything you've hoped for.

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