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**Press Releases vs. Advertising Or How To Get Free Publicity for Your Business**

**By Robert Wardrick**

Press Releases vs. Advertising Or How To Get Free Publicity for Your Business by Robert  
Wardrick

Free publicity about your business is more valuable the  
paid advertising.

How do you get free publicity? Use press releases.

"First Things First"

(a) Make your press releases news NOT advertising.

A sample news item could be your business sponsoring  
a community program, offering a free service or  
introduce a unique product.

(b) Research the Media

Read several back issues of the publications you plan  
to send your releases, most are niche-oriented and  
only acceptable submissions of interest their readership.

(c) Keep Your News Story Current.

Writing about past or far future events can lower your  
chances of publication. If your news is time-sensitive  
include the words "For Immediate Release" in your press  
release.

(d) Use a proper news release format.

## Press Releases vs. Advertising Or How To Get Free Publicity for Your Business

SAMPLE Format:

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Press Release

Contact: Your Name  
Tel: (000)000-0000  
Fax: (000)000-0000  
your-email@your-dot.com

Date:

For Immediate Release

NEWS RELEASE HEADING HERE (ALL CAPS)  
Sub-Heading Here (Lower Case)

(Your City/State)---Put Your News Story Here – Write in Paragraphs  
of five-six double-spaced lines each.

--End--

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Some editors may run your release "as is" while other  
will edit it.

(e) email Press Releases vs. Fax or U.S. Postal Service.

Many publications will accept email and fax press releases,  
but you should inquire first.

Keep a log of who you submit press releases. When you get  
publicity save the clipping and post them on your website,  
and in your ezines and include them in your next press kit.

(f)News editors receive thousands of press release daily,  
persistent and patient can produce free publicity rewards.

Footnote: Using press releases is also an excellent way  
for ezine publishers to have fresh new content.

Robert Wardrick is owner of CapCity Mall "One-Stop Fun Shopping & Savings from Home" tm  
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## **Publicity! Exclusive, Powerful and It's Free!**

**By Livvie Matthews**

### **Publicity! Exclusive, Powerful and It's Free! by Livvie Matthews**

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Publicity is more valuable than paid advertising. Here is an opportunity to share your knowledge, experience and your expertise and in return you receive free publicity!

The Internet has produced a generation of people with an insatiable appetite for information. Information on every conceivable subject. As a result, no subject has been left unaddressed.

This drive for information has web masters and ezine editors looking for quality information to post on their web sites and in their ezines opening the door for you to share your expertise and in the process gain recognition.

In comparing publicity to advertising, the biggest benefit of publicity is the credibility you receive. Credibility that you couldn't possibly buy with paid advertising and as an added benefit you receive that credibility....instantly!

Two excellent forms of publicity are writing press releases and writing articles. Both generate exposure, both are free and best of all both add credibility!

Let the web masters, ezine editors and viewers know you are out there. The way you do that is to repeatedly send out press releases and articles you have written. Sending just one press release or one article doesn't do any good, plus the more you practice writing, the better you get.

Writing press releases and articles is like developing any other skill, the only way you can develop it is to practice! Don't be concerned whether it is a literary masterpiece or not, just get it out!

Then get out another and another and another. Keep practicing. In no time you'll be a pro and can just crank

out those little masterpieces.

You have to send out a steady stream of press releases and articles, reminding them of what you know and who you are. By using repetition you reinforce your presence in their minds.

You might be asking, "Well what if I don't have an idea for a new article or press release every few weeks or so, what do I do?" Then send your existing press release or article to some new sites or start over and send again.

Even if you send your information to the same sites, people and circumstances change. A person may not have needed your information a week or two ago, but it may be the exact piece of information they are looking for today.

You may have an entirely different group of people viewing or needing your information when you submit this time. Again, people and circumstances change.

Don't give up. It's better to send out the same information over and over than to send nothing at all. The key is sending your information often and reaching new contacts.

As you become more accustomed to sending your press releases and articles, begin working on variations of your story.

Look for new ways to present your information. New and different slants, a different focus or a new idea using the same information, just presenting it in a different light.

One word of caution here. Don't try to \*sell\* in your press releases or articles. Your press releases and articles have one purpose and one purpose only... to get what you know and who you are in front of the viewer so in turn, the viewer will contact you for more information!

This is a system that will work, provided you work it! Is this magic? No. Will it work 100% of the time? No. But it will dramatically boost the exposure you receive

and cement your credibility as an authority in your field!

So maintain your quest for publicity. After all, it's exclusive, it's powerful and.....it's free!



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