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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
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RELEASE RELEASE: Getting Your Press Release to the Media

By Meredith Pond

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Each day newspapers, TV, radio, and ezines hand out millions of dollars in FREE publicity. If you have a good story or good information to share, an editor somewhere will jump at the chance to use your material. Your name and ideas can be spread to thousands of people over night. And the cost to you? Zero.

Once you have finished your press release, here are some ways to send it to the media.

1. Start small. Think locally. Your best bet for getting media is right in your own home town. Editors and news directors love to do stories on businesses and individuals they can phone without placing a long distance call. In fact, when we send press releases to media across America, many editors say they ONLY do local stories.

Find the contact information for your local media in the Yellow Pages. Call the front desk and ask who handles stories like yours. You might even try pitching your story over the phone before you send your release.

2. Send your release to a trade publication that covers your industry. The fact that you have created a way for silver coated milk cans to dent less easily probably won't get a second look from your local daily newspaper, but the dairy trade publication might put you on the front page. Be sure to send them a photo, with YOU in the picture.

3. Email your release to media nationwide. Most editors won't go for your release, but since you are casting a wide net, some will give you coverage. You can get addresses of media folks who have asked to receive releases by consulting one of the reliable media directories like the Bacon Publicity Checker or the Media Directory at Gebbie.com.

Since email is a dirt cheap way to distribute a release, write a second release to send media next month. Sometimes you have to send three or four releases before you become familiar enough for an editor to jump on your story.

4. Look for neighborhood or alternative newspapers that cover

stories like yours. A policeman who had a story about abuse couldn't get his side covered by the local daily, but had a topic alternative newspapers loved.

5. Pay an email newsletter to run all or part of your press release. Ad rates are down around the Net and many fine publications will consider working with you if your release has good information their readers will appreciate. This same principle can apply to small newspapers and some broadcast organizations. You may get better results if you convert your release into an article or even into a long ad.

Above all, don't give up. Free publicity is...well...free. You only get results when you are organized and persistent.

Meredith Pond has written and distributed hundreds of press releases for everyone from individuals to big corporations. See her smart marketing ideas and publicity packages at <http://CheapWriting.com>. Reach her at <mailto:meredith@drnunley.com> or 801-328-9006.

Press Release: Marketing Good News

By Scott Lindsay

Once upon a time a press release was sent to the nearest newspaper in the hopes that at least some of the release might make it to newsprint. Today a press release to a local newspaper may be included only as an afterthought.

In marketing your website the use of a press release can be an effective means of drawing people to your website.

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Certainly there are skills involved in writing a press release and there are plenty of qualified freelance writers who can assist you in the development of a solid press release. However, as with any new process it is possible to learn the skill of press release writing.

In today's online community the press release is about more than trying to pass muster with the news media. Today press releases are routinely found on individual websites and can be picked up by affiliated websites. In essence when a press release is written it needs to appeal to the news media, but it also needs to connect with the public.

Many online businesses will place a 'press release' section on their website as a means of keeping visitors informed of new developments within the company or the website.

A press release can be developed for a significant number of events. For instance, if you provide a new website design you could send out a press release talking about the new design and the reasons this design is more functional and useful to your customers. If you launch a new service, a press release can be an easy way to encourage the curious to come take a look. If you have added a new line to your existing offerings, a press release can alert your customers and potential clients to the good news. If you've won an industry award a press release can work to instill a greater degree of trust in your firm.

There are several online companies that handle the distribution of press release information. Perhaps one of the most well known is PR Newswire, but there are other services available. Many of these services require a fee for distribution.

Many online netpreneurs have learned that the effective distribution of strategic press releases can provide a sizeable return on investment in the form of new clients and unique visitors.

When you have good news you shouldn't hesitate to share it in the form of a press release. This is just one more online marketing tool worth exploring.

Scott Lindsay is a web developer and entrepreneur. He is the founder of HighPowerSites and many other web projects. HighPowerSites is the easiest do-it-yourself website builder on the web. Get your own website online in just 5 minutes with

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