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Secrets To Savvy Press Kits

By Kristie Tamsevicius

== WHO NEEDS A PRESS KIT ==

Press kits aren't just for big corporations anymore. Whatever your line of business, be it an entrepreneur, a performer (musicians, artists), or an author (books/ebooks) you need a press kit. But what exactly is a press kit you ask? A press kit is like a resume for your company. It's a collection of company information and articles put together to inspire interest from media, investors, clients, and potential employees. The goal is to create a press kit that grabs the reader's attention, creates a killer impression, helps them remember you, and makes them hunger to know more.

== KINDS OF PRESS KITS ==

It used to be that press kits were cut and dry, but new technologies enable us exciting new ways to present our information. Here are a few different types of press kits.

– TRADITIONAL – The traditional press kit is a collection of articles and information packaged in a presentation folder and sent via mail.

– ONLINE – Get it on the net! If you have a web site, I encourage you to put together an online press kit. This keeps visitors abreast of your company's latest news and events and accomplishments. Online press kits have the added advantage of being able to include audio and video clips.

– PRESS KIT ON A DISK – Want to be on the cutting edge? Since the advent of ebooks, now you can create your press kit as a PDF file that you put on disk and mail out.

== ANATOMY OF A PRESS KIT ==

Ready to put your press kit together? Remember to be selective: less is more. Don't put every article since the beginning of time. This will frustrate your reader. Only put the most recent and most pertinent to your target audience. Busy editors don't have the time or desire to sort through a 1-inch stack of articles, and they probably WON'T! (It may get "filed") Instead focus on the product or service you want to highlight.

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Here are some ideas about what to include in it.

– Pitch letter: The pitch letter is the first thing your reader will see. It's important to create a good first impression, or your will lose the reader's interest. Tell them up front why they should care about what you are telling them. List the items enclosed. Create a call to action. Let them know you are available for interview or if they have questions how they can reach you. Use bold to highlight key points. Remember to include a PS! Although this is the last item in a letter, this is often the FIRST thing that is read.

– Two Business Cards: They can keep one copy and pass the other to a friend or associate.

– Recent Articles: Keep an ongoing file of your press coverage. This can include print media and ezines

that reprint your articles. An easy way to keep a press file is to hire a clipping service. But you can search for articles yourself by doing a link check in the search engines.

Type Link:

<http://www.yourdomain.com>

in the search box. You can also search in Google or Dogpile by

article title, author, and company name. Still another idea is to search in media portals such as Mag Portal –

<http://www.magportal.com>

. This searches through all recent media and shows articles related

to a certain subject area, author name or other criteria.

– Press Releases

– Audio and video files of radio/television interviews, speeches, and performances. You can include a write up of the interview, an audio tape, or even a link to where readers could listen to it online.

– List of Testimonials (limit to one sheet)

– Sample News Story: often times they will print this verbatim. Editors see ready-to-print-stories as an easy way to fill up space with little effort on their part.

– Sample or actual product/service/performance review: This will let editors see what others are saying about you or help the editor to write his own review.

– Product Sell Sheet/Company Brochure – Investor News – Community Involvement Projects – Recent

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Awards – List of Events/Appearances – Photos (If appropriate) – Bio Sheet (If appropriate)

– List of Frequently Asked Questions? (This helps the editor to think of questions to ask you in an interview or include in their article)

==CREATE A KILLER PACKAGE THAT GETS NOTICED==

Busy editors sort through piles of press kits each day. Packaging is the key to getting your press kit noticed! Start off by placing your kit in an envelope they can't miss. Try mailing your press kit in a colorful envelope or one of an unusual size. Send it Fed-Ex or hand deliver it to add a sense of importance. Try writing a teaser question on the outside of the envelope with the answer inside. For another eye opener, try adding a red sticker that says, "important materials enclosed" to spark interest. Package your materials in a nice presentation folder for a professional polished look. Take time to stack your materials nicely inside.

==DON'T FORGET TO FOLLOW UP==

It's crucial to follow up to make sure they got your press kit. Follow up calls provide the perfect opportunity for editors to ask questions, or schedule an interview. Take this opportunity to network and get to know the editors. By developing a relationship with important members of the media, you will build recognition and rapport and improve their chances of covering you. If you DO get coverage, be sure to send a handwritten thank you note.

==GET A MOVE ON AND DO IT==

A press kit is an important part of your public relations effort. Don't wait till you NEED one to scramble and put one together. Savvy press kits can be a powerful PR tool to improve your media relations,

create media coverage, and act as a sales tool to potential clients.

Article by Kristie Tamsevicius – Kristie Tamsevicius turns entrepreneurs into the lavishly paid in-demand experts in their field. Learn how to attract customers, build income, & gain visibility while successfully promoting your business online with our FREE report "Web Branding Secrets" by visiting

<http://www.brandingonthenet.com/branding1.htm>

Killer Press Kits – Press Kits That Demand Attention

By Annette Gisby

So, you've had your book published or you've gone the self-published route, but what do you do now?

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You contact a newspaper, radio or television station requesting an interview and they ask you to send them a press kit.

First of all, don't panic. A press kit is not some magical entity that only those published by the big houses can have. You can create an affordable and great looking press kit on your own.

Here are some things that you can include in your press kit to send to interested reviewers and interviewers.

An author's bio detailing all your professional writing credits, contest wins, short stories, articles etc. A little bit about what you enjoy in your spare time, but most of it should be about your writing life.

Include the clippings (or photocopies of them) from newspapers or magazines where your articles have appeared. If you've only ever written for the web, print out a copy of the article and mention the website where it was selected to appear. Don't include your own website as a writing credit.

An author photograph, as professional as possible. A head and shoulders shot is usual. Don't send your latest holiday snaps.

A picture of your book's cover, or postcard or poster of it.

Any previous good reviews you have had for your book.

Any speaking engagements or booksigning events that you have coming up. Or the details of previous ones and how successful they were.

You could also include a previous interview, it might save them some time and at least you know what sort of questions might be asked of you.

If you can afford it, a nice presentation folder for your press kit goes down well, but it isn't a necessity. On your website, you can also list the things above as a virtual press kit, but if a newspaper etc. ask for a press kit, don't just send them to the website. They would probably prefer everything in hard copy, but it doesn't hurt to ask if they would accept an electronic copy.

Annette Gisby is a novelist and freelance writer. Her articles have appeared both in print and online, and to date she has three fiction books published, *Silent Screams*, *Drowning Rapunzel* and *Shadows of the Rose*. Her non-fiction book, *Writing the Dream* has lots more hints and tips for writers. Please visit Annette's website for more information on her books:

www.annettegisby.n3.net

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Taste The Best Beer In Town
10 Secrets to Get Your Press Release Noticed

Do You Have A Press Package?
Secrets We Keep From Those We Love

Press Release E–Manual
How To Find A Topic For Your Ebook
Profitable Crafts Vol 4
HIV/Aids Healed by the Power of God
The Classified List



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