

Sending samples with your press release— should you or shouldn't you? Here's a guide...

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By D. Beiermann

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When you begin to send out your press releases, you will start to get calls and emails from the editors requesting samples of your product. What do you do? Well that all depends. Below are some tricks and tips for gauging when you should or shouldn't send samples.

When you should send samples with your press release:

1) When the item is very low cost: If the press release you're sending is about a product that is under \$10.00, you may want to consider sending a sample of the product to the editors. Since the item is low cost, it makes sense to send a sample. Sending a sample can help improve your chances for getting some free publicity for your company.

2) When it is a major publication: Another good time to consider sending a product sample is when you're dealing with a major publication. If the publication has a wide distribution you may want to consider sending them a sample. When it comes to getting publicity in the top magazines, it is a good rule of thumb to consider sending them a product sample. After all, if they decide to run the release on your product, all it costs you was one product sample.

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3) The editor needs a sample for their photography studio: Many times the editors for larger publications will have their own in-house photography studio and will want a sample to photograph at their facilities. In this case by all means send them a sample as soon as possible.

When you shouldn't send samples with your press release

1) When editors say they want to see a sample of the product but they are still on the fence about publishing your press release: Under these circumstances I would say hold off on sending a sample. You could always send them a high resolution image of the product as an alternative.

2) When you send out to multiple publications that have low visibility: If the magazine has a lower distribution I would not send a product sample. It can be too expensive to start sending out product samples to every magazine and newspaper that makes a request. Instead opt for sending them a brochure of the product or mail them a CD with the high resolution image as an alternative.

3) The item's cost prohibits sending out as a sample: If the product costs is over \$20.00 I would advise only sending a product sample to the magazines with the highest distribution. Again, you may get lots of request for product samples from the editors and you might want to consider letting the editors know that because the item costs are so high, you would prefer to send just the high resolution image of the product. Also, when you send a high resolution image of the product make sure to take multiple shots of the item. Show the product from the different sides or if there are multiple pieces make sure to take pictures of all the various elements of the product.

Dianne Beiermann is a results-driven internet marketer and online business owner. Dianne Beiermann is one of the leading experts in press release marketing for online businesses. Productpressrelease.com specializes in assisting individuals and businesses with obtaining free publicity for their products and website. You can visit their site at

<http://www.productpressrelease.com>

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1-800-371-3945.

## **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:

<http://ultimatetools.net/t.cgi?PRcourse>

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The first session begins January 16. Course openings are

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