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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Ten Quick Tips for Inexperienced Writers

By V. Berba Velasco Jr., Ph.D.

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One of the biggest problems that inexperienced writers have is simply knowing how to get started. If you're unsure of your writing skills, then here are some quick tips to help you get started.

1. Get yourself a thesaurus—or better yet, two of them. These can be tremendously helpful tools when you're struggling to find the right word. A thesaurus is no substitute for a solid vocabulary, but it is still helpful in a pinch.
2. Avoid using the same word too frequently. This can make one's work sound repetitive. Again, a good thesaurus can be helpful in this regard.
3. Keep your sentences fairly short, since longer sentences can sound unwieldy. I've found that 17 words or fewer is a good guideline. Do remember that this is just a guideline, though.
4. Even as you keep the sentences short, make sure that they flow together well. Sometimes, unskilled writers will simply chop longer sentences up into shorter segments that don't blend together smoothly. If in doubt, try rephrasing the sentences or adding the proper connective phrases (e.g. "then," "so," "as a result").
5. Get a copy of "The Elements of Style" by Strunk and White. It's a short book, but incredibly helpful. There is no better reference for aspiring writers.
6. Don't rely too much on your word processor's grammar checking features. They can be quite impressive, but their capabilities are still quite limited. Spelling checkers are also limited in their capabilities, since they cannot recognize a lot of proper names and technical terms. In addition, spell checkers cannot detect situations wherein the user has entered the wrong word in place of the proper one.
7. Proofread, proofread and proofread... over and over. When you're done, have a friend proofread your work as well.

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8. Remember your target audience. Ask yourself, "What information will my audience require in order to understand what I'm saying?"

9. Avoid clever wordplay unless you're sure that it will work. In most cases, it is best to gain more writing experience before trying something witty.

10. Remember the artists adage, "Practice, practice, practice"? If you want to become good at writing, then write, write and write!

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35 Quick Tips for Writing A Press Release

By Catherine Franz

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Layout

1. 1–2 pages in length.
2. Double–space.
3. 1.5 to 2 inch margins.
4. Use company stationary with logo and slogan.
5. Avoid bright or dark–colored paper.
6. Center "News Release" at top.
7. Place a "release date" under "News Release".
8. On second page, type "page 2".
9. Use company stationary with logo and slogan on page 2.
10. Leave out "release after" date on second page, all else should be the same.
11. At end of press release, type "–30–" or "# # #".
12. Include both black & white, color, and a variety of font sizes (but no more than four).

Format

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13. Inverted pyramid (biggest point or major message first).
14. Straight to the point at the beginning.
15. First and second paragraphs devoted to your main message.
16. Secondary information comes AFTER main message.
17. No pussyfooting around, be clear up front, at the very beginning.
18. Don't go on and on.
19. In the third section, establish a connection with you.
20. Use a problem/solution format.
21. Comparing and contrasting ideas can be inside the problem/solution format.
22. Be careful of your facts, spelling and grammar
23. Only one news release per e-mail or envelope.

Information to Include

24. Newsworthy information, not sales copy
25. All the Who, What, When, Where, Why and How elements. Their order depends on level of importance.
26. Enticing headline which summarize the material/news.
27. Photos if available, or where they can be accessed in press section of your web site. No stock images.

28. No cover letter.

Distribution

29. Don't send press release out in a mass e-mailing
30. Don't pester contacts
31. Editors will not distribute anything sloppy, difficult to read, or understand.
32. Mail release by first class mail.
33. Don't use any type of labels, including your return address.
34. Add "PRESS RELEASE" and "Release Date:" on outside of envelope.
35. Places to send press releases: writers@[magazines]; writers@[newspapers]; trade journals in your industry; print magazines on the topic; online agencies that distribute news releases.

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~*~*~*~ Resource Box ~*~*~*~ Catherine Franz, is a certified life and business coach specializing in marketing and writing, Internet and info product development. For other articles, and ezines: <http://www.AbundanceCenter.com>.



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