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The Secret to Getting Thousands of Dollars of Free Publicity

By Andrea Susan Glass

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How to Write a Press Release that Has Your Phone Ringing off the Hook

A press release is a powerful tool just about anyone in business can and should be using. Submitting regular press releases is one secret that can bring your business more new customers for FREE than some of your more costly forms of marketing! Newspapers, magazines and radio and TV stations offer the option of promoting you and your business for free. That's right—for FREE! They have the space, they need to fill it, you have something important to tell the community. There are also online PR sites that are free and some that charge a reasonable fee. For the ones that are free, you're not guaranteed placement. So the more you know about how to write a press release, the greater your chance of getting them accepted.

Don't know how to write one? Not to worry! Here are some tips on what you need to know to get your name before your clients and prospects effectively and inexpensively!

1. Know your Media - Every newspaper, magazine, radio or TV station or online PR Web site has a different format. Study each one so you give them what they want. The more you conform to their standards, the less will be cut from your release.
2. Include the Basics - What, when, where, who and why. Put the important facts including dates, times and location at the beginning, because cutting is usually done from the end.
3. Follow with Details - What will be happening at this event? Who is invited? Who would be interested in knowing about this?
4. End with Contact Information - Always have contact phone numbers or e-mails both for the media and for the public. Let people know where they can get more information.

Don't think you have anything worthy to say in a press release? Think again. The purpose of a press release is to inform the community of something the media feels is newsworthy. If you lay out a yearly calendar of business events, you might find worthwhile submissions on a regular basis. Here are some examples of newsworthy items suitable for a press release:

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- 1.moving the location of your business, changing the name of your business
- 2.hiring or promoting an employee, taking on a partner
- 3.receiving an honor, award or certificate
- 4.hosting an event like a grand opening, free lecture, open house, seminar
- 5.releasing a new book, report, Web site

There's always a possibility of getting a full article on the basis of a press release if you approach it properly. WritersWay can help you write and submit your press releases. We have the experience and we know the contacts. Our fees are very reasonable, and if you prefer, we can do regular releases on an ongoing basis, so you don't even have to think about it! Contact us NOW to get more information or help with your next press release.

SAMPLE: This is an actual press release we wrote that had the largest newspaper in the county call for an interview, after which they ran a half page story with photo.

CARDIFF—Christie Kramer, realtor with Century 21 Sea Coast in Encinitas, has started a Kids Book Club at the Cardiff Library. To encourage kids to read and to support the library, Kramer offers gift certificates for children ages 1 through 17 to purchase books at the Book Nook, where used books are sold. The Book Nook is operated by Friends of the Cardiff Library volunteers, and proceeds are used to purchase new books for the library. After reading the book, the child is requested to send Kramer a book report, and the following month she will send another gift certificate. She also requests that the book be passed along to another reader. For more information or to register for the program contact Kramer at Christie@christie4re.com.

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3 Reasons to Tap into the Power of Publicity

By Jenna–Lyn Rounsaville Roman

Publicity is obtaining editorial coverage or features for your business. Publicity is getting your business reported as news. Examples of publicity are newspaper and magazine articles, radio and television interviews and Internet forums and much more. These are just a few reasons you should consider letting your business tap into the power of publicity.

1.Effective - Publicity has been proven to be 10 times more effective than traditional advertising. Your customers believe what they read in the newspaper or watch on the TV news because humans by nature believe what is reported to them as news.

2.Affordable - Obtaining publicity can cost as little as \$0 dollars. Business owners can substitute a little time and imagination for money or hire publicity professionals, many of which have very affordable

rates when compared to advertising.

3.3rd Party Credibility - Having reporters write about your business in a news format gives your business 3rd party credibility that's extremely valuable. Anyone can sing their own business' praises, but getting respected people in the media to do it provides a type of credibility that ads and money just can't buy.

There are numerous other reasons to use publicity. Next time you are looking for a new way to get the word out about your business, consider tapping into the power of publicity.

Jenna Roman co-owns and operates JR Publicity, an Englewood, NJ-based public relations and marketing company with her husband, Josh Roman. For additional information, visit

3 Reasons to Tap into the Power of Publicity

How To Get Thousands Of Dollars Worth Of FREE Publicity

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