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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!

The Ultimate PR Edge: Getting Reporters To Open Your E-Mails

By Bill Stoller

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by: **Bill Stoller**

Here's how to beat the odds:

Avoiding the Spam Trap

<http://www.wordbiz.com/avoidspamfilters.html>

Getting Your E-Mail Opened & Read

With these three tips in mind, a successful e-mail subject line might read:

[Story Idea]: Linda, Here's a Tip for Your "Cooking with Linda" Column

That's a heading that will stand head and shoulders above the rest.

A cool tip: Use Google News (

www.news.google.com

) to search for recent stories that have appeared

<http://www.PublicityInsider.com/freepub.asp>

, he's sharing -- for the very first time -- his

<http://www.publicityInsider.com>

To Get Free Publicity, Talk to the "New Kid on the Block"

By George McKenzie

To Get Free Publicity, Talk to the "New Kid on the Block" by George McKenzie

In other words, they know a little bit about a lot of

things, but they don't know a lot about anything.

So here's what to do.

Find the "new kid on the block."

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