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Tips For Writing An Attention Grabbing Press Release

By Ana Ventura

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If you were to ask certain people in the public relations or marketing field, they would tell you, "Press Releases don't sell. End of story." Most press releases don't sell, but there's a good reason for that.

A lot of people just don't care, be it the media or the regular old public. Don't get me wrong— I'm not trying to say that society has fallen into a pit of apathetic lethargy because that's not true. What I am saying is that in this world of I've-heard-everything, it takes more than just a professional voice and a nice writing style to get noticed in the news world.

So what tips can you follow to make your press release more likely to catch the eye of an editor or the average reader?

*Write your press release about an event that doesn't happen every day. I've read press releases in the past that were written to announce someone's promotion in a small to mid size company. Fact of the matter is, people are out there finding jobs and getting promoted every single day. If you can find something uncommon having to do with your announcement, focus on that. It will certainly capture a readers interest for a longer period of time.

*Ask yourself how meaningful your topic would be to a mass audience. The more people that would be interested, the better chance you have at getting your story covered.

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*Even if you have found something to write your release about that would be interesting and meaningful to a majority of people, you might want to consider whether or not the topic will promote your business. After all, writing the press release was intended to gain more publicity, right?

*How will the information you provide in the press release benefit the reader? As much as we hate to admit it, we live in not a selfless world. Many of us read an article, an ad, or anything at all only if it serves to benefit our own interest somehow.

*So, Citizen John has been looking for an architectural firm to

contract with, and that just happens to be exactly what you do. John runs across an article published in a local paper that was based entirely on your press release. What would the article have to do to inspire John to actually hire you instead of someone else? Call to action. If there are no motivational reasons for John to get in gear on calling you, you've just lost a sale.

*Finally, don't write your release from your own point of view. After all, you are already sold on yourself, right? If you want to grab the attention of the reader, try stepping into their shoes. Write what would interest them, what they want to hear. It's not designed to stroke their ego, but rather, focus on what the public pays the most attention to.

Is writing a press release that follows all these guidelines guaranteed to bring in more business than you can handle? Not necessarily, but it might. Alvin Apple, one of our inhouse editors here at DrNunley.com, wrote a release for customer Gary Blair last week. A few days later Gary got back to us saying that Barbara Walter's "The View", a day time talk show, had contacted him for a guest appearance on account of the information contained in his press release. Not bad, eh?

That just goes to show that with a little bit of practice and a lot of determination, press releases really can work, despite what anybody says.

Ana Ventura specializes in helping businesses, organizations, and individuals get media coverage. She is a PR expert at DrNunley's <http://FullServicePR.com>, a site specializing in affordable publicity services. Reach Ana at <mailto:ana@fullservicepr.com> or 801-328-9006.

Press Release, An Alternative For Paid Advertisement. Step 1

By Emma okafor

What's a press release? This is generally a one page story about your business, your product/service or an event happening related to your business that is about to, or recently occurred. These publicity stories are generally "shot gunned" to newspapers, radio, television and the trade publications.

Then imagine having your products/service written on newspapers, trade publications, aired on radio and viewed on television absolutely for FREE!!! Pal, that's going to skyrocket your profit target. That's what press release can do for you. It's not going to cost you anything to do this, not a dime.

Don't get excited yet because survey shows that 95% of all press release are rejected, they don't make it. The problem is getting the people to whom you've sent these press release to use them, publish or broadcast them. But this article will show you the art of making a good press release that will be accepted by news directors and editors, and give your product/service the publicity it needs.

The two basic things to pay much attention in making your press release is the writing and presentation. So lets start from writing. What would you write about? You can write about just anything but please it" MUST be something that will sell the first person receiving your material – the editor or news director. Then the media man will quickly see and understand how your product or service benefits, his readers – thereby making him a hero to them.

Go right to the point and say your product is lower in price, more convenient to use or in what way your product or service is useful to the people in general. It's a good idea to include a complimentary sample of your product. Don't make the mistake of telling the story of your ups and downs towards your success about your product/service. They don't have time for that, they only want things that alerts them of something new and probable real interest to their readers.

Try to associate your release with current events in the news. Is there job layoffs, increased unemployment, and inflation or growing need for earning extra income? Then its an opportunity to cash in if you have a product/service that's a solution.

Now you have gotten a story to write, to make it to be attention grabbing depends on how you write your headline. Lets say your product/service offers a solution to the above mentioned problem. Here's an example of a headline that could be used – **MONEY MAKING GUIDE: SECURE YOUR FINANCIAL FUTURE, NEW SOLUTION FOR THE UNEMPLOYED.**

You can write the headline before the story, and then a story to fit the headline or the story before the headline, and then a headline to fit the story either way basically the same as writing a space ad or a sales letter; you attract attention with the headline and fill in the details with your story.

Emma okafor, an online market researcher and writer. His blueprint success in online marketing is available in his site

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Press Release, An Alternative For Paid Advertisement. Step 1

Top Secret Tool Builds Traffic

Press Release: Marketing Good News

Site Promotion Tools: The Press Release

How To Write A Killer Press Release

Press Release E-Manual

Profit Pulling Reports

How To Find A Topic For Your Ebook

News Letter Genie Pro

eWhiz Ad Creator



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