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Top Ten Tips For Writing Your Best Press Release Ever

By Susan Valeri

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by: **Susan Valeri**

6. Do not "advertise" – this is the news. Keep it fact-based.

7. Use short quotes that evoke an emotion about the product/service/book.

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By Larry Johnson

Something that is lying right under their noses and still they have overlooked it.

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Angie Dixon is the Press Release Diva. Learn more about Angie Dixon's online interactive course, visit:

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