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Understanding RSS : Press Release

By Trina L.C. Schiller

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For Immediate Release

Trina L.C. Schiller and Ads-On-Q.com are proud to announce the release of, "RSS, Blogs and Syndication... The Facts vs The Guruese," the ebook that explains the truth about what RSS technology is, and what it can do for Internet business and personal communications.

RSS, though not a new technology, has recently become the talk of the net. Everyone wants to know about it, and many have scrambled to capitalize on this demand. However, in their haste, many authors have added to the confusion surrounding the topic of RSS, by passing along inaccurate information. This book will explain, in easy to understand terms, what others have managed to further muddle.

Ms. Schiller has been publishing her ezine, The Trii-Zine, since September, 2001. While being a successful publication, the problematic e-mail method of delivery was hampering the growth of the ezine, leading her to search for an alternative solution for content delivery. In October, 2003, the alternative was found in the use of RSS.

The first RSS issue of The Trii-Zine Ezine was published in November, 2003. No issue has been e-mailed to subscribers since that time. <http://www.ezines1.com/triizine>

Having spent the last 15 months learning about RSS, and publishing successfully with it, the natural progression has been to author a book to help others understand the benefits of using RSS for their own business and personal communications. This book answers questions and dispells many myths associated with RSS, Blogs and Syndication. It has been written by one who knows, through practical experience, how it works, why it works and what it can mean to any business.

Understanding RSS : Press Release

The success of The Trii-Zine, since making the conversion to RSS, lead to the creation of the Internet's first syndicated advertising agency: Ads-On-Q. (An acronym for: Article Distribution and Syndication On Quikonnex.) Ads-On-Q is another example of how RSS can be used in business applications.
<http://www.ads-on-q.com/feed>

Take advantage of the experience behind the pages of this book. Learn what RSS can do for you and your business ventures, as well as how it can be applied to personal communications.

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To purchase your copy of: RSS, Blogs and Syndication...
visit <http://www.ads-on-q.com/RSS.html>

Is the proprietor and publisher of TLC Promotions and The Trii-Zine Ezine, as well as co-creator of Ads-On-Q.com. Trina is a Founding Publisher of Quikonnex.com, and a member of the National Register's Who's Who in Executives and Professionals. A professional network marketer, and home business consultant, her mission is to help others achieve their financial goals, while improving their quality of life.

Top Secret Tool Builds Traffic

By Larry Johnson

Is it possible that today's internet marketers are missing one of the best, most powerful marketing methods available to them today.

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

Something that is free, yes I said it, "free", and they have missed the opportunity to seize it and use it to its fullest.

There are many methods of promotion available on the internet and off line too. For several years I have tried just about everything, but there is one that I have not utilized fully. Along with others, I had underestimated the value and power of a press release.

Many entrepreneurs are not using the best promotion tool available, according to one expert in the field. Angie Dixon, the Press Release Diva, advises that press releases are the best marketing tool most people aren't using.

Understanding RSS : Press Release

A well-written press release, distributed by the several high-quality free press release distribution services on the Net, can bring a wave of traffic, says Dixon.

"I recently ran a press release through a free service. The release was picked up by Google Alerts. I got a subscriber every 87 minutes for 24 hours. I couldn't buy that kind of result," Dixon says.

Yet most netpreneurs aren't using press releases at all, or aren't using them correctly. This is all about to change.

Dixon gives two reasons for this. Many people, she explains, aren't aware that press releases can be such a powerful marketing tool. Others know about press releases but do not know how to write an effective release.

Angie Dixon, the Press Release Diva, offers an interactive online course in press release writing. You will discover all of the necessary skills and tools to develop, distribute and track your press releases.

The additional traffic you will receive from the press releases will be welcome and best of all it is free.

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

The first session begins January 16. Course openings are

limited. Enroll now. This article may be freely reprinted as long as this resource box remains intact.



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