

Write a Power Press Release and Get a Feature Story—Seven Times as Valuable as Advertising

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By Judy Cullins

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Do you send out press releases? Have they brought you financial rewards? If not, you may want to rethink how to write a good one—one that editors pay attention to. If editors notice and love your press release, they will want to interview you for a feature story. The feature story not only gets you valuable attention, it also brings credibility to you, your products, and your services. It is seven times more valuable than advertising.

For example, in a large city daily newspaper, your feature story can get editorial space worth anywhere from \$1500 to over \$5000 in "free advertising." This space is worth seven times as much as an ad because it implies the newspaper endorses you.

You have only seven seconds to impress, so be sure your news release has an outrageous heading that includes a benefit. Then, be able to prove it. What do you think of these? "Design Every Part of Your Book as a Selling Tool," "Double, even Triple your Online Sales Through Outrageous Headlines," from which I created this one my Web site: "Double, even Quadruple your Web Sales Through Opt-in Ezines"

Market Yourself Through the Media Interview

Always ask the interviewer is there any problem with mentioning your phone number or Web site address. What good is a feature

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if your audience can't get in touch with you? They usually say yes.

The San Diego Union–Tribune responded to my press release with the headline "Seven Sure–Fire Ways to Sell More Books Than You Ever Dreamed Of" by giving me space that would have cost \$3000 if I had placed an ad. Funny, they didn't even interview me.

The columnist created her own story. She used this heading: "Workshop Guides Novice Book Authors." One of her highlights said, "seminar participants might be the next John Grisham."

My phone rang off the hook for over a week. I hired an assistant

and we took over 100 calls and collected over 60–email address. To each of the latter I sent my monthly eNewsletter "The Book Coach Says..." and got four new book–coaching clients worth thousands of dollars over the next six months. At the same time, my assistants sold 25 books and kits at the back of the room.

You Have What Editors Need

Media editors and radio/TB talk show producers want and need human interest, and newsworthy stories. You have what they need—solutions to problems their particular audiences have.

Judy Cullins: author, publisher, book coach_Ten Non–techie Ways to Market Your Book Online__Write Your eBook or Other Short Book–Fast!_http://www.bookcoaching.com/teleclasses.shtmlSubscribe to FREE ezine "The Book Coach Says..."Email: Judy@bookcoaching.com619/466–0622

Press Releases vs. Advertising Or How To Get Free Publicity for Your Business

By Robert Wardrick

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Free publicity about your business is more valuable than paid advertising.

How do you get free publicity? Use press releases.

"First Things First"

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(a) Make your press releases news NOT advertising.

A sample news item could be your business sponsoring a community program, offering a free service or introduce a unique product.

(b) Research the Media

Read several back issues of the publications you plan to send your releases, most are niche-oriented and only acceptable submissions of interest their readership.

(c) Keep Your News Story Current.

Writing about past or far future events can lower your chances of publication. If your news is time-sensitive include the words "For Immediate Release" in your press release.

(d) Use a proper news release format.

SAMPLE Format:

Press Release

Contact: Your Name
Tel: (000)000-0000
Fax: (000)000-0000
your-email@your-dot.com

Date:

For Immediate Release

NEWS RELEASE HEADING HERE (ALL CAPS)

Sub-Heading Here (Lower Case)

(Your City/State)---Put Your News Story Here – Write in Paragraphs of five-six double-spaced lines each.

---End---

Some editors may run your release "as is" while other

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will edit it.

(e) email Press Releases vs. Fax or U.S. Postal Service.

Many publications will accept email and fax press releases, but you should inquire first.

Keep a log of who you submit press releases. When you get publicity save the clipping and post them on your website, and in your ezines and include them in your next press kit.

(f) News editors receive thousands of press release daily, persistent and patient can produce free publicity rewards.

Footnote: Using press releases is also an excellent way for ezine publishers to have fresh new content.

Robert Wardrick is owner of CapCity Mall "One–Stop Fun Shopping & Savings from Home" tm
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