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**Writing For Public Relations**

**By Ana Ventura**

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So you're not sure how exactly to go about writing material for you public relations campaign, and maybe you're not even sure you want to. We're all busy people, right?

One the of the best solutions for that is to just hire someone else to do the writing for you. "Wait a minute," you say. "That's going to cost me a fortune!" Maybe, maybe not.

Very large companies and corporations have a PR firm on a monthly retainer, meaning that they pay them every month to bust out public relations articles, press releases, or anything that needs to be written. Most likely this will not be a realistic approach for the small business owner.

So where do you go? Freelance writers are great place to start. They work on a per project basis, so if you've only got one or two documents to write up they will be your best bet. Freelancers charge either by the project or by the hour, depending on their preference. Fees for hourly writers can range from \$50 all the way up to \$150. Per project fees depend on what you'd like written, how long it is, and the complexity of the material.

A press release, for example, could cost anywhere from \$100 to \$800 for a more seasoned writer. If you would like a ghost writer to type up an article in your name, a feature length piece could go from about \$800 to \$3,000.

This doesn't sound like such a great deal, right? Well, if you know where to look for great writers, you could get a pretty good

deal. There are a lot of Internet based companies that can do the work for a much more reasonable price. College students that are learning how to write for their majors can oftentimes write a release or an article that is just as good as a pro. And what starving, struggling college student wouldn't give you a deal?

If you would like to find a freelance writer within your immediate area so that you can communicate in person, try looking in your local phone book or asking a large PR firm for some names.

In the long run, it will probably save you a lot of time and

headache to hire someone else to do your PR writing for you. So take a look around; chances are you'll find a great writer that fits nicely into your budget.

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.

## **How To Get The Media To Cover Your Story**

**By Ana Ventura**

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There are two big misconceptions that a fair amount of business professionals hold about the media and their attitude towards those in the public relations field.

The first misconception is that the media despises anyone in public relations. Some people tend to think that journalists or other news writers prefer to dig up all their stories from scratch, and not get ideas from outside sources.

The second and opposite misconception about the media is that they are lazy, and simply print press releases sent out by PR groups word for word. It is thought sometimes that the media runs stories or news about a particular company in hopes of getting more advertising dollars in the future.

In actuality, the media recognizes public relations simply as a part of their field. Many times, public relations efforts bring

about many interesting opportunities and stories for media folk, and the media does not avoid using nor actively seek out public relations material.

There are a few things that you can keep in mind when putting together material for release to the media. The number one most important thing is that the job of an editor is to find interesting and pertinent material for their audience.

Think about it this way: you write an ad and decide to place the ad in a few national newspapers and magazines. Your main interest is that the ad is catchy and convincing to the readers of those publications. You are not concerned that the magazine or newspaper editors will like the ad, because it's not up to them—you paid for the placement. But, when submitting material for public relations purposes you have to keep in mind that the material has to suit both the editor and the reader.

If the editor finds your work acceptable for both the publication and the intended audience, you are well on your way towards a great public relations relationship with the media.

So, the media are not much different from anyone else that you might find out and about in the working world—they are just

doing their job and trying to get material together. Keep their needs, the reader's needs, and your needs in mind, and your PR skills will be top notch.

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



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