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**Writing Killer Press Release for Massive Publicity**

**By Bob Bastian**

Online marketers are always on the lookout for promotional channels that are novel and are yet to be saturated with the unfortunate stigma of marketing abuse. Different people are constantly trying to find new ways by which they could promote their online enterprises.

One of the newer, and most effective, marketing strategies are press releases. Press releases are informative and objective pieces which are supposed to be newsworthy, and are circulated in PR wires for pickup by various news groups and editors. Once a press release is picked up, it can be published in various channels all over the Internet, or even through print publications.

Immediately, the sharp marketing mind would be able to see the grand potentials of press releases as amazing tools that would help them spread the word about their business. Imagine the promising things that await if ever a press release is picked up or print or online publication. Such would be tantamount to instantaneous exposure for your business to entirely new audiences!

However, you cannot simply write a press release the same way you would an article, or a content piece, or a sales letter. To employ the same style with press releases would be to court disaster. Your press release won't be accepted by newswires, hence, it won't have the chance to get picked up.

So how exactly should you write a press release? Let's take a look at the guidelines below.

\* Pay attention to the 5 Ws. These are Who, What, When, Where and Why. These are the questions which your press release should focus on. If you're going to write a press release for your dog grooming business, for example, you should be able to state who you are, what your business is about, when it will, or was, launched, where it can be found and why it was established. If you are going to launch, or just launched, a new product, you would have to state who the creator is, what the product is all about, when it was or will be launched, where it can be bought, and why it was introduced to the market.

\* Be objective. Remember, a press release should be a newsworthy item. News is never subjective. Stay away from flowery words that merely tend to hype up what you want to discuss. Stick with the

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facts, and **ONLY** the facts. You are writing news, not a promotional piece.

\* The ultimate aim is to promote your product, but be subtle about it. To do this, reorient your focus. Try to make your press release informative instead of persuasive. Remember, you're not writing a sales copy. You're writing something that would announce your business or your product.

\* There are three parts to a press release: the headline, the summary, and the body. The headline is the title of your piece. The summary is a paragraph that would serve as an introduction to your press release, or a summary of its most salient contents. The body is where you objectively discuss the 5 Ws.

\* Length is not a factor. Don't ever think that if you write a longer press release, it would have a better chance of getting picked up. Often, the rule is, the more concise your press release, the better its chances are of success. A 1,000 word piece is considered a little too lengthy for a press release. 300

to 700 words are succinct enough for this purpose.

Press releases can win for your business the exposure it needs. It is capable of instantaneous results for as long your press release gets picked up and published. A lot of Internet marketers have testified to the power of press releases as marketing tools. So put on your thinking cap and commence to write an objective and informative piece about your business or product, observe the guidelines we have delineated above, and ready yourself for the new audience you're most certain to garner.

Of course this short article only gives you a brief guideline about writing effective press release. If you wish to learn more then I suggest you to download "Press Release Magic," a 70–pages PDF manual that will give you more insight about how to promote your business using the power of press release. Here's the download link:

<http://www.privatelabelpublishing.com/press-release-magic.pdf>

Bob Bastian is a successful Internet entrepreneur and a prominent info product creator. His latest website distributes quality private label content for free:

<http://www.PrivateLabelPublishing.com>

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

**By Robert Wardrick**

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

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

How do you get free publicity? Use press releases.

"First Things First"

(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:

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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--

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

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