

This Free E–Book is brought to you by Natural–Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Your 6–Step Plan For Press Release Placement

By Lisa Sparks

There's a clear way around press release failure and it's called the pitch. A lot like it sounds a pitch is a fast throw at busy editors about a possible story. If they want to find out more, then you send the press release.

That leads me to a huge pet peeve: Sending out press releases via e–mail to a list of editors. From my experience it's never – ever – worked. I no longer try it and suggest you don't either. It's a waste of your time and all of the editors. Instead:

1. Focus on a handful of your "dream publications." For me, I'd like to get into Fortune Small Business, Entrepreneur magazine and the Wall Street Journal. When picking your publications, think of your target audience. What do they read and why do they read it?
2. Pick the section you'd like to appear in. You never know, but chances are you won't appear on the cover of the publication in your first attempt at placement, instead, focus on sidebars, resource listings and short news sections. Almost all print pubs have them. Look at it as the waiting room for bigger and better stories on the unique products and/or services you offer.
3. Find out who the editor is. Once you have your section, find out who's in charge of it. You'll need the person's name, e–mail address and the most important element of successfully getting placed in the publication . . .
4. Learn what the editor needs. The number one thing you'll need to know about the editors you're targeting is the kind of information they want to publish in their sections. There are two ways to do that: You could ask, but then that could open up a can of worms if the editor doesn't want to get calls – and most don't. Or, you could compare a few back issues of the publication to find out what they've published in the past.
5. Create the pitch. You'll want to start your pitch by stating your understanding of the editor's needs. Then list – in clear bullet points – how your news fits his or her requirements. Note: Always leave your phone number in the text of the pitch e–mail to give the editor easy access to you – and your story.

Your 6-Step Plan For Press Release Placement

6. Repeat steps 1 through 5 until you get a response. Sound tedious? Maybe. But at least the time you spend on this will reap much better results than sending one release out to thousands of editors – right along with other business people hungry for coverage.

Bottom line: It's about building relationships with editors. And the only way to build a relationship is to find the need and fill it – consistently and considerately.

Lisa Sparks, author of 'Power Words: How to Write Ezines that Increase Your Sales,' has more than 13 years of experience in journalism, copywriting and marketing. Sign up for her ezine, a \$197 per year value, at no cost by visiting

<http://www.integritywriting.com>

Top Secret Tool Builds Traffic

By Larry Johnson

It is 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.

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 entrepreneurs 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

Your 6-Step Plan For Press Release Placement

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:

<http://ultimatetools.net/t.cgi?PRcourse>

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.



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances**

Impair Healthy Healing In People Over The Age Of 30!

