

# Will Press Releases Bring An Explosion of Prospects To Your

## Website

By Bob Brolhorst

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Bob Brolhorst

bbrolhorst@wave5marketing.com

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Part 2

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In last months issue I discussed the importance of writing a Press Release. In this article you will want to decide if you want to write the Press Release yourself or have a professional write it.

There is a method for writing a good press release so that it appears newsworthy, and still not making it sound like an ad. The following are some good tips to remember when planning to write your press release. Below is the outline I use

### 1) The Opening

The first thing to include in the upper left-hand corner of your press release is the phrase 'For Immediate Release' or if there is a time consideration, 'For Release' on the date required.

Be sure to include contact information just below the immediate release statement. Include the name, phone number, e-mail and web address if applicable of the person who will be providing the media with appropriate information. A company name may not be necessary since editors and media wish to speak with an individual.

### 2) The Headline

Your headline is the next and most important part of your press release. This is what grabs the attention of the reader and probably counts for more than 90% of your press release. If it doesn't appeal to the reader it will be overlooked. Most importantly, remember the reader only spends a few seconds on the heading and if it doesn't sound interesting, they are gone in a flash.

How often have you automatically deleted an e-mail because it held no interest when reading the subject line. The same thing holds true for a press release. The headline must be enticing and almost seductive. Don't be in a hurry when composing your headline but try to come up with something that intrigues. Remember though, if you are making professional claims, be sure you can stand behind your product or service. Most importantly you are writing a press release for the attention of the news media. You are trying to gain attention and customers but with professionalism.

### 3) The Body

The main section encapsulates your entire narrative description. You can and should include a detailed account of your product or service providing you keep it interesting but try not to drag it on with too many details. Try to keep your press release to one page. Included in this section be sure to involve excerpts or comments that demonstrate the highlights or success of the product or service. Speak of the person involved if it is applicable. Imply what can be gained from visiting the company or online service, yet always remember that this is not a sales presentation but a newsworthy delivery focusing on the benefits to the reader and the media.

### 4) The Closing

Finally, in closing your press release you have one more opportunity to gain the attention of the reader. Think about what your ultimate goal entails. In other words, what do you hope to accomplish by submitting this press release? Your ultimate goal of course is for the media to take an interest in your subject matter, which may lead to an interview or a printing of your story. In any event, one terrific press release is worth its weight in gold.

Bob Brolhorst  
Wave 5 Marketing  
bbrolhorst@wave5marketing.com  
<http://www.wave5marketing.com>

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