

Writing A Press Release Is One Of The Most

By Bob Brolhorst

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Bob Brolhorst
bbrolhorst@wave5marketing.com

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Writing A Press Release Is One Of The Most
Important Things To Do For Your Business
By Bob Brolhorst

Writing a press release could be one of the most important things that you could do to let people know that you are in business. With a press release you will get a lot of free media coverage. There are companies that have media databases that will reach close to 10,000 different publications that are interested in knowing that you are in business. One of the things that sells subscriptions to these media sources are new articles about businesses just like yours.

Keep in mind that the editors to these publications get many press releases. There are things that you will want to do to get the editors to read press release over thousands of other press releases. First the editors are looking for the releases that provide news or interesting information. To separate you from the crowd is to provide useful information or tips that the media audience will find helpful.

Don't bury this information at the bottom of your press release, it should be in your first paragraph. The reason for this is that alot of these publications editors only skim the press releases that are sent to them. Now do you see the importance of placing the good news towards the top of your press release?

Sample

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person
Company Name
Telephone Number
Fax Number
Email Address
Web site address

City, State, Date

Headline

This needs to catch the editors eye. Without a great headline your Press Release may end up in the editors trash can

Opening Paragraph (should contain: who, what, when, where, why):

Remainder of body text - Should include any relevant information to your products or services. Include benefits, why your product or service is unique. Also include quotes from staff members, industry experts or satisfied customers.

Try to limiting your press release to one page if at all possible, if not then use two pages. If there is more than 1 page use and set it up like the example below:

Abbreviated headline (page 2)

Remainder of text.

Always list your contact information a second time at the end of the press release. Also end with a short little plug, and use the following four techniques.

- 1) For additional information or a sample copy, contact: (all contact information)
- 2) Summarize product or service specifications one last time
- 3) Company History (try to do this in one short paragraph)
- 4) # # #
(indicates Press Release is finished)

If would like to write the press release yourself you can save yourself around \$300.00 - \$600.00 Then all you need is to find some of the publication databases. Below you will find some of the more reliable companies that I have worked successfully with, as well as a sample press release template that will be helpful to you.

Be sure to personally send your release to the newspapers and TV stations in your town. Local media often prefer to cover local stories and businesses. Also put your press release on your web site. The Internet is full of media editors and reporters looking for story ideas. In fact there are some business that have been discovered by some major publications such as Newsweek and the Wall Street Journal.

As I stated earlier, writing a press release is one of the most important marketing tactics you can use to attract new business to your website. If not written properly it may never get through. If you are experienced in writing ad copy then all you need is an outline, if not then I suggest you use a company like The Internet News Bureau....they are without a doubt the best in the

business and have up to date lists of newspaper and magazine editors.
<http://www.news bureau.com/welcome.cgi?8440>

If you want to try writing a press release yourself then follow the sample press release below. The way and the style in which it is written is how editors prefer to receive them and it is how the professionals write them.

FOR IMMEDIATE RELEASE

Widget Bytes Man

Somewhere, Nebraska - Dec 1, 2001 (Xpress Press)- Two years ago, Kim Businessman was at one of those proverbial crossroads in life. Having been the victim of downsizing after a corporate merger, he faced the decision of whether to continue working for someone else or to start his own business.

Armed with statistics on growing widgets consumption, articles on the explosive growth of the internet and a second mortgage on his house, Businessman started the Flying Widgets and its Widget of The Month Club.

His goal was to build a semi-virtual company. He would handle all the marketing, accounting and order taking from his home-based office, while the order fulfillment and warehousing would be outsourced. This would allow him to maximize time with customers and minimize his up front capital risk and ongoing overhead expenses.

His internet site is fast loading with whimsical noodle characters, a section on the history and lore of pasta and pasta sauces, recipes, a contest for newsletter subscribers and over 60 different pastas and 35 different Widgets. Customers can order via a state-of-the-art secure shopping cart system.

The internet site opened in January 1999 to the thunderous sound of emptiness. In the world of the internet, if you build it they will only come if you tell them you exist. Fortunately he also produced a direct mail brochure as insurance against his "sure bet" on the internet. This bought him the necessary time to really promote the site.

Now, a year and a half later, the Flying Widget's internet site brings in 60% of the company's revenues. Businessman has added a Chinese language section to his web-site and has a growing base of customers. Over 50% of the company's revenues come from repeat business and customer referrals. About 20% of his business comes from overseas customers.

His advice to anyone who is thinking of starting an online business? Don't get carried away with the hype and forget about the basics of selling. Study the direct marketing field in terms of catalog structure, language, delivery systems, guarantees and style. Make your site as interactive as possible without ignoring the most important aspect of your site - it needs to be profitable in order to survive.

And the Flying Widgets? Is it surviving? "Business is five times ahead of 2000", says Businessman. "If we continue at this pace, 2002 will be a very good year for Widgets."

You can check them out at <http://www.flyingwidgets.com> or call for their free brochure 1-800-000-0000.

Interview Contact: Kim L Businessman, The Big Widgetman
Telephone: 800-000-0000
bigwidgetman@flyingwidget.com
<http://www.flyingwidget.com>

Flying Widget
1 Widget Road, Somewhere, Nebraska, USA 00000
Voice 800-000-0000 (USA 011) or 402-000-0000. Fax 402-000-0001

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