

Press Release, an alternative for paid advertisement (Step 2)

By Emma Okafor

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As emphasized earlier in step 1 about the two basic things to pay attention in when making your press release - writing and presentation. Step 1 provided the guideline for writing your press release. Now you have gotten what to write, how do you prepare and present it to be aired on radio, viewed on television and published on newspapers?

The typing need to be double-spaced, and short about a half page total length. About an inch from the top of the paper; with an inch and a half margin on side of the paper from the left hand margin, type in all capital letters: PRESS RELEASE. Then underline these words. Immediately following the colon, but not in all capital letters, put in the date.

Always set the date forward by at least one day after you intend to mail the release. On the same line, but on right hand side of the page, and in all capitals write the words, FOR FURTHER INFORMATION: underline this, and immediately below, but not in all capital letters, type - your name- your company. Skip a couple of spaces then in all capital letters - centered between the margin type the story headline, and underline it. skip a couple of spaces, and from the left margin, all in capital letters, type the words, FOR IMMEDIATE RELEASE: from there on, it's the news or publicity story itself.

The press release is now ok to be used but we still need one more thing, the cover letter. In every case, send a short cover letter addressed to the person you want your material to be considered . It will do you no good whatsoever, to send your material to the advertising, circulation or business managers - describing how you're a long time advertiser, subscriber or listener.

The most important is that you contact with the person who has the final say as to what is to be published or not. The cover letter should be a short note. Go to paper supplier tell them you want a

hundred or so sheets of good bond - 8 1/2 by 11" preferably in blue or ivory and that you want this paper cut into quarters, giving a grand total of 400 sheets of not paper.

On these note sheets begin with the date across the top - skip a couple space then quickly tell the recipient of the note, the attached material is new and should be of real interest to his readers, viewers or listeners. MONEY MAKING GUIDE, our regular publication for serious wealth builders and solution for unemployment to send the following note to the editors and news directors in your areas: "Here's something that's new, and for a change, truly helpful, to people trying to cope with growing cost of living, high inflation and those engaged in building extra income business of their own.

Should be of real - interest- to your readers. Please take a look- any questions, or if you need more info, give me a call at: phone #"

Then of course, you skip about four spaces, type your name, your business and staple lightly in the upper right hand corner of your news release.

This note should be typed and double- spaced. Always have each letter individually typed, don't photocopy. Finally your press release is ready to be sent out to the media. You still need one more work to do. This time is on you. Please don't make this common mistake people make at times, calling or writing an editor demanding to know why he didn't use your press release. Or why he had it rewritten or cut it short - just try again. Choose the media that's most likely to carry your press release.

I hope this report has motivated you with an entrepreneur spirit and that you act on it!

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