

# Press release, an alternative to paid advertisement. Step 1.

By Emma Okafor

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What's a press release? This is generally a one page story about your business, your product/service or an event happening related to your business that is about to, or recently occurred. These publicity stories are generally "shot gunned" to newspapers, radio, television and the trade publications.

Then imagine having your products/service written on newspapers, trade publications, aired on radio and viewed on television absolutely for FREE!!! Pal, that's going to skyrocket your profit target. That's what press release can do for you. It's not going to cost you anything to do this, not a dime.

Don't get excited yet because survey shows that 95% of all press release are rejected, they don't make it. The problem is getting the people to whom you've sent these press release to use them, publish or broadcast them. But this article will show you the art of making a good press release that will be accepted by news directors and editors, and give your product/service the publicity it needs.

The two basic things to pay much attention in making your press release is the writing and presentation. So lets start from writing. What would you write about? You can write about just anything but please it" MUST be something that will sell the first person receiving your material - the editor or news director. Then the media man will quickly see and understand how your product or service benefits, his readers - thereby making him a hero to them.

Go right to the point and say your product is lower in price, more convenient to use or in what way your product or service is useful to the people in general. It's a good idea to include a complimentary sample of your product. Don't make the mistake of telling the story of your ups and downs towards your success about your product/service. They don't have time for that, they only want things that alerts them of something new and probable real interest to their readers.

Try to associate your release with current events in the news. Is there job layoffs, increased unemployment, and inflation or growing need for earning extra income? Then its an opportunity to cash in if you have a product/service that's a solution.

Now you have gotten a story to write, to make it to be attention grabbing depends on how you write your headline. Lets say your product/service offers a solution to the above mentioned problem. Here's an example of a headline that could be used - MONEY MAKING GUIDE: SECURE YOUR FINANCIAL FUTURE, NEW SOLUTION FOR THE UNEMPLOYED.

You can write the headline before the story, and then a story to fit the headline or the story before the headline, and then a headline to fit the story either way basically the same as writing a space ad or a sales letter; you attract attention with the headline and fill in the details with your story.

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