

New Age Marketing: PRESS RELEASES

By Queen Mason

New Age Marketing: PRESS RELEASES

Queen Mason
articles@never-pay.com

Never Pay For Advertising Again! <http://www.never-pay.com>

Close Window

Date: Thu, 20 Feb 2003 10:53:38 -0800
To: redtriangle2@yahoo.com
From: "Red Triangle Enterprises, Inc." webmaster@red-triangle.com
Subject: Article 1: New Age Marketing: PRESS RELEASES

New Age Marketing: PRESS RELEASES
Copyright 2003, Queen Mason

As advertising rates continue to rise, savvy marketers are finding new ways to promote their offers without spending one penny on risky, expensive advertising. For instance...

A well-written press release can out-pull a paid ad of the same size!

A press release is a short, newsworthy article about your offer, whereas an ad is a sales pitch for your offer. Understanding this important distinction can mean the difference between paying for advertising and getting unlimited free press!

The most important thing about a press release is this: A press release must serve TWO agendas! In order to get published, it must serve the editor's agenda, which is to provide information that will be of interest to his readers. In order to serve your agenda, it must generate as many inquiries and/or orders as possible.

On the surface, serving both your agenda and the editor's agenda might seem difficult, if not impossible. In reality, it's really quite simple to do. This is because there are three parts of a press release, each of which is used to serve a different agenda.

The first part of a press release is called the "header." The header is located at the top of the first page. The header contains contact information important to both you and the editor, including your name, the name of your company, your phone and fax numbers, a "release date," and a "kill date."

The second part of a press release is the "body." This is the part of the press release that must serve the editor's agenda. It consists of a short article (including a powerful headline) that provides useful or interesting information.

The third part of a press release is the "resource area." This is the part of the press release that serves your agenda. It is the last paragraph, and it should contain enough contact information so that readers can send inquiries and/or orders directly to you.

Most business owners are so used to paying for advertising that they never discover the power of new age marketing techniques, some of which can be used to promote their offers for free! But you don't have to be one of them...

Press releases are just one of many new age marketing techniques that can be used to promote your offer without risky, expensive advertising!

=====

Queen Mason is president of Red Triangle Enterprises, Inc., publisher of "Never Pay For Advertising Again!"

<http://www.never-pay.com>

<mailto:articles@never-pay.com>

end of article

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)