

The One Press Release You Will Regret Sending

By Richard D. Bailey

The One Press Release You Will Regret Sending

Richard D. Bailey
rbailey@clientbydesign.com

Client By Design <http://www.ClientByDesign.com>

Many unsuspecting do-it yourself marketers have turned to automated press release submission software to send press releases to journalists and media experts. They spend anywhere from nothing to several hundred dollars to get their hands on this special software that they believe will generate free publicity, news coverage and unprecedented sales for their web site products or services. Instead they become banned and wind up on several media banned or ignore lists for sending SP*AM or unrelated and unwanted info to swamped journalists.

This could have been easily avoided.

1. Always verify the quality of the media database before you make the purchase or send any press release. Just like any other email list, you should know how the email addresses in the database list were acquired. Many such databases have outdated or inappropriately gathered email addresses. Send just one well meaning mass message and you could be blacklisted for life as your reputation goes down the drain.
2. Rely on trusted PR media services or their partners to send releases. They provide legitimate methods to contact journalists and reporters with your press-release by relying on true opt-in lists, sometimes with paid subscribers. These media services send info to writers, industry and news people who are interested in keeping up with newsworthy stories and events.
3. Never send unrelated announcements. If your company makes Athletic shoes, don't send your press release to a technology or finance writer. This will guarantee annoyance and will put you on one or more than one person's ignore list. Mass Press Release Submission software will often send messages to the wrong people. Just imagine sending an

announcement about a new Cheeseburger topping to a writer of a vegetarian magazine. OOOPS.

No cost, low cost and paid press release submission sources are a great way to promote your offline and online business. You just need to be sure that you're using the right ones and that you are using them the right way.

~~~~~  
Marketing Consultant and seminar speaker, Richard D. Bailey founded Client By Design, LLC to provide Methods and Technology To Attract Customers for his clients. You can contact Richard for seminars, services or interviews at <http://www.ClientByDesign.com> or by calling 914-206-4477.

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

[Submit your article for reprint.](#)