

Creating Press Exposure For Your Business

By Rozey Gean

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Many businesses do not understand the value of a press release. Some know they need one, but don't know why or how a press release will be valuable. Those that do know what a press release is for may not feel that they are newsworthy. Believe me, you are! Making your business newsworthy is simply a matter of angle. Like taking a photograph. Perhaps a straight front shot is boring, but angled in a certain way with the spot light on a certain point can make all the difference in the world. First, let's discuss what a press release is and how it works. Then let's take out our camera and decide where to shine the spotlight.

What is a Press Release?

A press release is simply that, a release of information directed at editors, publishers and producers in the media. The media consists of newspapers, mainstream magazines, trade magazines, specialty newsletters, as well as television and radio. Press releases are not targeted to the general public. The intention is to create enough interest that an editor will call you and ask for more information. The final goal is to get an article written about you and your business.

How does an article differ from a paid advertisement? The opportunity to be highlighted in a print publication without benefit of a paid advertisement lends credibility to you and your business. Think about it. What will you read first: An article about a business or an ad in a print publication? Articles give you the kinds of exposure you can't even begin to approach by paying for an ad. This is why a press release is so important. It introduces you to print mediums all across the country.

Are You Newsworthy?

The first objection I hear from business owners is that they feel they couldn't possibly be newsworthy. This is the time we take out our imaginary cameras and look for the intriguing focus for which to aim our press release. It really is all about angle. Take the franchising company that refinishes bathtubs. Sound boring? Then readjust your wide-angle lens and look at the president of that company who just happens to be an expert in the field of franchising. Now you have a newsworthy item in which to aim a press release. If your business seems ordinary, step back and look at the broader picture. Look at all the components and you are certain to find just the right angle to get you in the news.

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Rozey Gean is the founder of the Marketing-Seek.com web site where e-zine publishers, writers and online entrepreneurs are brought together in an easy-to-use, friendly interface.

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