

Get Ready To:

Meet The Press

A Quick Guide On Press Releases & How They Can Help You
Get All The Media Attention You Can Handle

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Are You Ready To Meet The Press??

When you hear the term 'press release,' you may think of big business. Well, press releases aren't just for the big guys. Anyone can use them – and they happen to be an awesome way to gain publicity for your business.

A press release isn't as complicated as it sounds. It's simply a document that contains information you want a media or news organization to display. This can be anything you want people to know about, from general information about you and your business, to a special event or a special sale.

Obviously the biggest benefit a business owner can from a press release is to be contacted by a newspaper or television program for an interview and it's FREE exposure (plus, it gives you a BIG credibility boost).

The benefits don't stop there! By sending out press releases, you'll also be reaching potential customers who read the news online, and you'll gain valuable links that can boost your rankings within the search engines.

They're also a great way to spread the word about what's going on in your business. Whether you're donating a portion of your sales to a charity, offering a new product, or announcing a hot holiday special, you can weave your business news into an attention getting press release.

How To Write A Press Release

If you've never written a press release before, it can certainly be a little overwhelming. Of course you can always hire someone to write it for you, but don't be surprised if you have to invest \$100 or more for a 1 page press release. If you're business is booming, then by all means use the services of a professional writer to produce regular press releases for you. It will pay for itself in the end.

However, if your business is new or you're just not seeing the kind of profit you want, then it's likely best if you wing it yourself for awhile.

Another option is to use "Cut n' Paste" press releases; these are press releases that have been pre-written. You simply customize a little bit of information, and your press release is ready to send.

(On a side note, I do offer a package of 5 different cut n' paste press releases that cost less than \$30! Visit <http://www.indiebizchicks.com/press-releases.html> for more information)

Where Should You Send The Press Release?

Now that you have your press release written, you're probably wondering what the heck to do with it. First you'll need to decide if you are going to submit online, offline, or both. Once you do that, it's merely a matter of making a note of where you want to send it. This list is known as your *media list*.

Offline Submissions: When developing a media list, start local. Write down the names of any newspaper or magazine you'd like to be featured in, as well as any radio or tv stations you would want to be interviewed on.

You will need to find out what method each place prefers for press release submissions. Do they want them mailed, emailed, or faxed? Should submissions that are emailed be sent as an attachment, or pasted into the body of the email? Is there a department within the paper that handles press release submissions? If so, who should your press release be addressed to? A little research and/or a phone call should provide you with all the information that you'll need.

Once you have your local bases covered, you can start writing down the names of larger newspapers, magazines, and so forth. While making your list, always keep in mind the type of person you are trying to sell your product or service to. If you sold handmade baby quilts, you can cross Golf Digest off your list. Instead, you would want to send your press release to publications for new and expectant mothers

Online Submissions: Submissions done online are much easier, and there are tons of free and paid options. Free is always good, but if you're looking to reach a wider audience at a much faster rate, spending a few bucks may be worthwhile. The online press release submission process is typically a cut and paste, or fill-in-the-blank procedure. So it can be done quickly and easily, without investing a lot of time on your part.

Here's a list to get you started:

www.24-7pressrelease.com
www.prlog.org/
www.free-press-release.com/
www.pr9.net/
www.i-newswire.com
www.1888pressrelease.com/
www.powerhomebiz.com/BizNews/pressrelease.htm
www.prweb.com
www.pressbox.co.uk/cgi-bin/links/add.cgi
www.businesswire.com
www.pfree.com
www.malebits.com
www.ameinfo.com/submitpress/
www.marketwire.com
www.prnewswire.com
www.addpr.com
www.pr.com
www.pr-inside.com
www.pressmethod.com

Conclusion

By getting into the habit of sending regular press releases to your local media, as well as submitting them to online directories, you'll be well on the way to getting A LOT of attention for your business!

** And remember, if you don't want to write them yourself, but cannot afford to pay \$100 or more for a customized press release, consider purchasing the cut n' paste packs I mentioned before.

Purchase yours now at: <http://www.indiebizchicks.com/press-releases.html>