

# Niche-10x

## "Case Study" Video Training Summary: Press Releases

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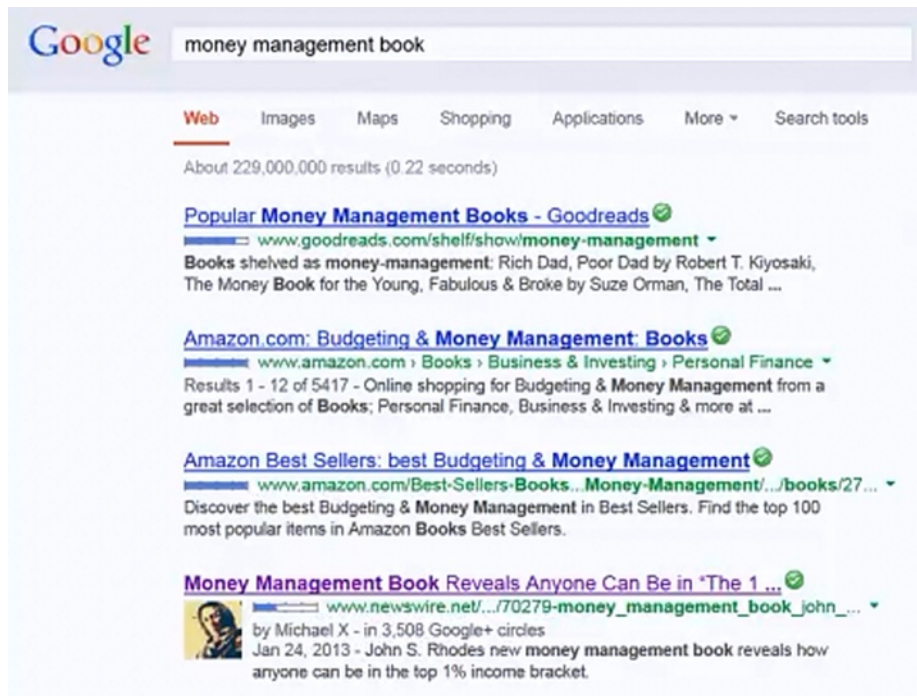
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## Niche-10 "Case Study" – Press Releases



At the end of the day, your ability to actually monetize any sort of niche market is going to rely on your ability to send traffic to a particular offer. It doesn't matter if you have a squeeze page, a Kindle book, an affiliate product; if you cannot get eyes on your offer, then it's worthless. One of the best methods for sending traffic to a product or offer is to use press releases.

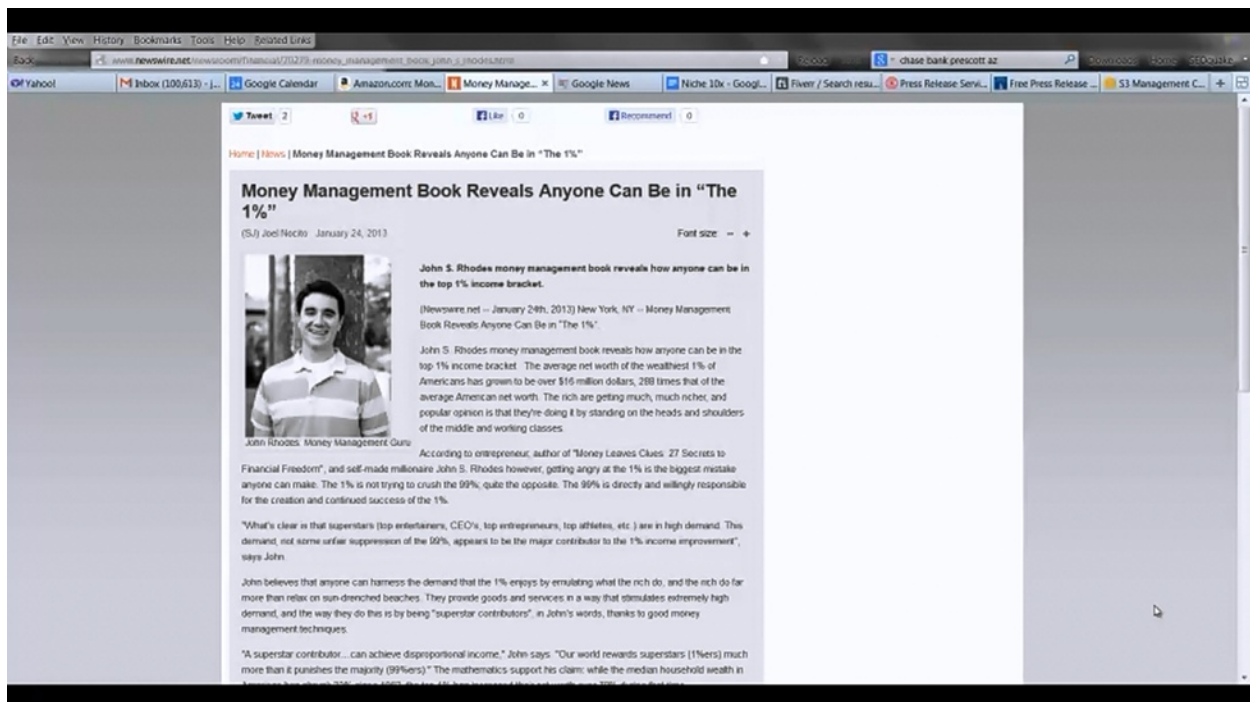
In the picture above, you will see the Google search results for the keyword 'money management book'. This is a highly-competitive search term. There are 229,000,000 pages trying to compete for this keyword phrase.

Listed on this page is 'Money Management Book Reveals Anyone Can Be ...'. This is a press release that one of the members of the JJ Fast team submitted about seven months ago to a press release indication service. This page has been listed on the first page of the Google results for this keyword this entire time. It shot up like a rocket inside the news wires.

Google takes notice of these press releases. It loves promoting these press releases inside of Google news, and eventually a press release makes its way into the general search results. That is what happened with this press release.

'Money Management' is a smoking-hot niche, by the way. Topics like financial planning, how to save for retirement, how to invest for the future, etc. are all very popular. There are plenty of people who are willing to spend money to learn how to better manage their money. Therefore, using a press release to bring an information product on this kind of subject to the forefront can be super-valuable.

If you don't know what a press release is, it is basically a little promotional article. Companies use press releases all the time. They are distributed via syndication sites, and they're picked up by news wires all over the world. As previously mentioned, Google loves these press releases, especially if they have been syndicated by an authority site. As a result, you will often find press releases sprinkled upon the first page of results for many, many search terms. In fact, in many cases, press releases will be listed on the first page of the results in spite of the fact that the search term is highly competitive.



The image is a screenshot of a web browser displaying a news article. The browser's address bar shows the URL: [www.newsfire.net/newsroom/Manual/202/25\\_money\\_management\\_book\\_john\\_s\\_rhodes.html](http://www.newsfire.net/newsroom/Manual/202/25_money_management_book_john_s_rhodes.html). The article title is "Money Management Book Reveals Anyone Can Be in 'The 1%'". The author is identified as (S.) Joel Necho, dated January 24, 2013. The article features a photo of John S. Rhodes, a man in a striped polo shirt, with the caption "John S. Rhodes, Money Management Guru". The text of the article discusses the book "Money Leaves Clues: 27 Secrets to Financial Freedom" and the author's perspective on the 1% income bracket. It states that the average net worth of the wealthiest 1% of Americans is over \$16 million, 200 times that of the average American. The article also mentions that the 99% is directly and willingly responsible for the creation and continued success of the 1%.

The particular press release being spoken of herein is titled ‘Money Management Book Reveals Anyone Can Be in “The 1%”’. In the picture above you can see this press release, and in the picture you can see John S. Rhodes of JJ Fast Publishing. This press release is promoting a book of his called *Money Leaves Clues: 27 Secrets to Financial Freedom*.

If you were to look within this press release, you would see that a link to his book to his book is included within the text of the article. This is a very important thing to include in your press releases because this allows people to click through and purchase the product that they are reading about easily. That is the whole point of a press release after all: to let people know about your product, and to generate traffic to it, in order to make it sell better.

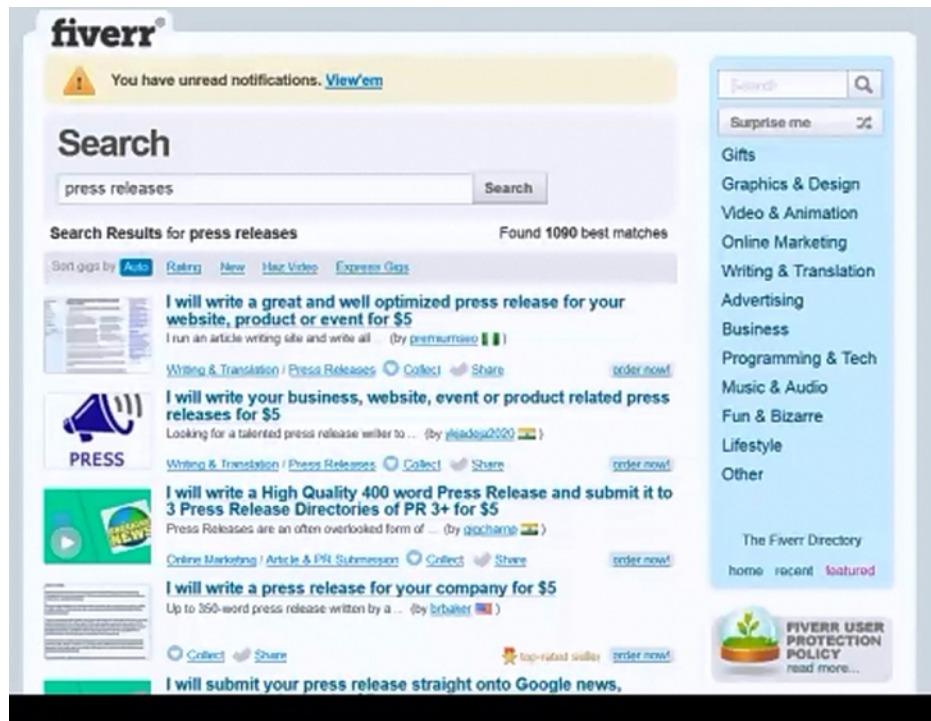
Press releases don’t only work for eBooks. They can be used to promote any type of product or service. You can even use press releases to let people know about free offers that you have recently put out.

Now, there are some very specific ways to write press releases. In other words, there is a right way to do it and there is a wrong way to do it, and if you do it wrong, your press release will actually be rejected by press release distribution services. You can take a look at the monetization guide to learn the write these correctly. It will walk you through the entire process of writing one yourself or of having someone else write them for you.

If you would like to hire other people to do this for you, you can find press release writers on sites like [www.oDesk.com](http://www.oDesk.com) or [www.Elance.com](http://www.Elance.com). There are typically journalists on these sites who are looking for some side work. Many of them actually write for or have written for newspapers, so they already know exactly how a press release is supposed to be written up. In other words, they know how to write these in a journalistic and objective way, not just in a promotional fashion. That objectivity is what makes it a news item.

You can also find press release writers at a site called Fiverr ([www.Fiverr.com](http://www.Fiverr.com)). Here you can do a quick search for ‘press releases’ and the results will bring up some very talented writers who will be happy and willing to write a press release

up for only \$5. In order to find the most talented and dependable of these writers, it is best to sort your results by the user rating. That way the contractors with the best ratings come up first.



When your search results appear, you will be able to read exactly what each writer is offering to do for \$5. For example, one person's offer says 'I will write a High Quality 400 word Press Release and submit it to 3 Press Release Directories of [Page Rank] PR 3+ for \$5.' That includes another service that you can use Fiverr for, by the way.

You can hire people to actually submit your press releases for you, which some people know how to do more effectively than others. When someone knows how to do this in the right way, it is more likely to get picked up by larger news services. If these larger news services pick it up, then it is more likely to attract the attention of Google and the other search engines. This, of course, would mean more people would see your press release and more people will buy your product.

Further on down the list, one of the people on the site is offering to submit your press release to over 45 sites for \$5. This, the offer states, includes paid sites like

Sbwire and PRBuzz. You can type 'press release submission services' or something like that in the search bar on Fiverr to find even more people that are willing to do this. So, through Fiverr you can hire a press release writer and someone to submit it, or you can hire someone who knows how to do both.

You could also learn to write these press releases yourself. If you have never written a press release before, and you want to learn, the monetization guide includes a template that you can use as a basis for your own press release. It is recommended that you go through this process at least once, that way when you hire someone later on, you can at least recognize whether or not the person you hire is doing it right. Besides, once you develop this skill yourself, it can be very valuable.

Writing a press release isn't hard at all, there is just a very specific way that it must be done. Again, if you don't write it correctly, it won't be accepted by these press release distribution sites. However, this is all a matter of structure. After you do it once, you will likely understand how one is supposed to be put together.

There is nothing wrong with submitting these on your own either. It isn't very difficult. You can find many distribution sites online. Many of these sites are free, but there are also some worth paying for. The best known paid press release distribution site is called PRWeb ([www.prweb.com](http://www.prweb.com)). You are likely to find someone on Fiverr that already has an account at this site and is able to submit your press release here.



You should take note that it is not necessarily cheap to submit a press release to PRWeb. If you can find someone else to do it for you, that is great. In many cases it is well worth it either way. PRWeb holds a lot of weight when it comes to Google. If they see a press release come from this site, they are going to pay attention to it. Therefore, it's well worth paying the distribution fee for them to submit your press release.

There are free places you can go to submit your press release. One such site is called i-Newswire ([www.i-newswire.com](http://www.i-newswire.com)). You can find a list of other paid and free distribution sites in the monetization guide as well.

In conclusion, press releases can be super-powerful means of generating traffic. Again, you can use them to promote any product or service, no matter what the niche. This is an amazing way to put your offer in front of hundreds and maybe even thousands of people.

This can especially be good for business if your press release gets picked up by a larger news service or if it gets picked up by a search engine. Press releases are recognized as real news items and therefore can bring a lot of reputable attention to your product offers. You can't do this with a sales page. Press releases give

you tremendous authority and expert status that you can't find through many other means.