

PRESS RELEASE MASTERY



LEARN HOW TO MAKE MONEY
FROM EVERY PRESS
RELEASE YOU CREATE

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Introduction

Although many people don't know it, Press Releases are one of the top marketing tools to get your website not only traffic but popularity as well. So, what is a press release actually?

A press release is an announcement of either your business, a new product that will be launching soon, or even a new service that your business will be offering, etc.

Press releases are much like articles, however a press release is viewed as more newsworthy content rather than informative and educational. Although you can incorporate those two adjectives into press releases as well, the typical press release speaks in a more formal and professional tone.

Press releases can also be very beneficial for your business and your end sales. Although a press release is not meant to sound like a sales promotion, you are however informing them of a new product or website that will become available soon in hopes to pulling sales in for your future launch. Many people don't realize really how effective this type of marketing strategy can be for both them and their business.

Press releases also give you instant access to media sites and other news sites such as Yahoo!. Many news sites will scourer press release websites for up-to-date releases so that they can provide their own site with news content constantly.

The best part is now that your press release has a chance at being noticed but will be announced to a ton of potential customers due to the popularity of big time news websites.

Think about it... one of the first things big time movie directors will do before their movie premieres is to hold a big press conference about their movie to get it out to the public. One of the fastest ways to reach out to a ton of people is through the help from the media itself.

The more your press release is out and about the more of a chance your press release has at getting noticed and your product or websites sales in the end.

In this special report we will be going over many different aspects when it comes to press releases and their creation, helpful websites and services that you can incorporate, as well as how they can be used in your marketing efforts to attract future customers.

We will also go over helpful tips and suggestions the entire step of the way to make sure that you understand the concept and creation portion of your press release. We will also go over the many different options you have for your press release creation whether you decide to do it yourself or have someone else write it for you.

So, let's not waste anymore time and start learning the right and effective way to making press releases your best friend when it comes to potential sales, traffic, and exposure to tons of viewers daily! So let's get started!

Formatting and Producing An Outline

There are two different ways that you can acquire a well formatted and high quality press release for your product or business, creating the press release yourself, or having some other website or person to create one for you.

When it comes to creating your own press release there are however certain things that you need to know and do before you start actually creating it. First let's go over some guideline when it comes to the formatting a press release correctly.

The first thing you need to keep in mind is that in your press release you need to always speak in third-person. Speaking in first-person (I) is a big no-no when it comes to creating a press release that will be both effective and keeps your readers reading down the page and interested.

Press releases are meant to be brief – short and to the point, with a 500 word maximum. Another thing to keep in mind is making sure that you have accuracy in the details that you are displaying in your press release.

As for the actual flow of your press release you want to start out your press release with a luring pre-headline. A pre-headline should be only a single line and is a very short phrase containing only a few words to interest readers to keep on reading.

Examples of these types of headlines are going to be like, "Coming Soon..." or "Set for New and Immediate Release..."

After your pre-headline you then want to add an eye catching headline that can ask a question or brings up a problem that someone might be having.

Examples of these types of headlines are, "Do You Really Know Everything There Is To Know About Affiliate Marketing?" or "Who Knew That YouTube's 800,000 Viewers Would Create A Steady Stream Of Traffic To Your Website Or Business?"

You want to make sure that you are not sounding too sales oriented in your press release as they are intended on giving a person information and breaking news rather than a sales promotion for your product.

You want your headline to do one major accomplishment for you... engage the reader to keep on reading. Take time with your headline and think wisely about how you word it.

After your headline it is time to start composing the body portion of your press release. In the first paragraph you want to inform them about the basics and brief information about your future product launch, business openings, important news, or an upcoming event.

Although you want to highlight the basics, you don't want to go into grave detail just yet.

This will come in the next few paragraphs. Your main goal is to make sure that you give your reader just enough information to keep them reading and keep their attention.

In the next 2-3 paragraphs of the press release, you want to go into more detail about the topic of your press release. This could include quotes provided by others involved or people associated with your event.

You could also display your 5 W's... Who, What, When, Where, and Why. This is also a good press release format that you can use if you are planning an event or any upcoming company news.

You also want to make sure you are including important keywords that are related to your topic so that when you disburse your press release to other press release websites, it can be easily accessed through search engines with that particular keyword in mind.

Finally, you have your conclusion portion of your press release. In your conclusion you want to include a brief summary about your company or organization and a bit of a background when it comes to your knowledge in that particular area.

This will ensure the reader that you are a credible source and lures them into clicking through to wherever it is you are wanting them to go. You can also touch on what you intend to do or goals that you have set for your business and it's existence in the online world.

However, you don't want to drag your conclusion out, make sure that you keep your conclusion to no more than 5-6 lines.

After ending your press release you want to make sure that you include all of your contact information so that potential customers can contact you to answer questions about your press release that they might have or other concerns that they might have for you.

You also want to include a link to your business website so that potential customers can click through and view your actual site and gain a little more information about you, your products, and your business as a whole.

The guidelines listed above are guidelines that need to be followed to ensure that you have a well formatted and professionally created press release. It is also a wise idea to brainstorm your topic before starting your press release. Find the key topics that you will be discussing and make 3-5 points for each sub topic.

This way when you actually start creating your press release, you already have the main layout of how your press release needs to be created, which will save you a ton of time when it comes to actually creating your press release.

You want to make sure that after you have created your press release that you check for any grammatical errors or spelling errors. This is a big turnoff to readers and will have them clicking off more than clicking on what you are trying to send them to. You may also want to

hire an editor to make sure that everything is perfect.

If you still find it difficult to create your very own press release, you can also opt in to press release writing services. Although they can be a bit pricey, many business owners find it to be very convenient and well worth the money to get a well written and correctly formatted press release for maximum positive exposure to the media.

We will go over more in detail about these specific services in the next chapter. You can also research online for helpful tips and suggestions to writing a successful press release on your own.

As long as you put your mind to it, you can accomplish creating your very own press release for your business' up-to-date news, future product launches, or the opening of your business.

Here is an example of a press release template and one that should be followed the next time that you decide to create your very own beneficial and effective press release:

NEW AND UPCOMING RELEASE...

Date – (Month, Date, and Year)

“This Is Your Headline”

This is your introduction or opening paragraph to your press release. Here's where you briefly answer the who, what, when, why, and how of the story. Plus, add a little spin to it.

This is the body. Here you can incorporate the details in the 5 W's – who, what, when, where, and why. Tell them everything they need to know about the news story you're telling—in the order of its importance. Remember to keep it short, no longer than a page and include quotes.

This is your summary or conclusion which is also referred to as a boilerplate. This paragraph should be included at the end of every press release. Tell them a little bit about your company, how long it's been around, who it serves and what it does.

Contact Information:

Your Name

Company Name

Cell Number

Email Address

Company Website

Press Release Writing Services

For the many people that don't know the first thing to creating a press release, there are helpful and productive press release writing services available. There are tons and tons of writing services on the market today that offer press release writing services.

Although getting a press release can get very pricy you can shop around and find reasonable prices to have a press release written for your business or upcoming product. A basic press release writing service can cost you anywhere from \$50 to even \$100.

Many people would rather pay the extra funds to alleviate the task off of their hand because of the way your press release "needs" to be written. A press release unlike an article needs to be written in a professional tone rather than a friendly tone.

There are also specifics to how a press release should be formatted that a writing service can provide you without worry. It is very important that your press release is in perfect grammar, format, and free of spelling errors, so that other media and news websites will pick up your release and give you the exposure you are looking for.

There are however a few things you need to keep in mind when it comes to choosing the right press release writing service. Although, there are a ton of good, solid, and reputable press release writing services, there are a dozen more that lack all of those components including quality of your press release.

You want to make sure that the service you choose has a good customer feedback and that they provide their customers high quality and unique content for their press release.

You also want to make sure that they are following the same format that you want for your press release. Most press release services will already know the general format of an effective press release, however there are imposters that will pose as a press release writer and in the end produces you complete and total junk!

So make sure that you do your research to find the top rated and best reviewed press release writing service if you decide to have your press release written for you.

You can also ask them for examples or their work to see that they have the writing skills that you are looking for when it comes to spending your hard earned money on a press release for your product or business.

You want to send them a copy of the product or detailed information that you want included in your press release. This way the writing service can grasp a good idea of what your product or service is about and they can effectively structure the press release for whatever topic it is that you want your press release written on.

You also want to make sure that you include keywords that you sprinkled throughout your

press release. This will help your press release in the search engines and is an effective method when it comes to SEO (Search Engine Optimization).

This way when that particular keyword is typed into the search bar at search engines your press release will pop up and potential viewers can then view your press release. So make sure that you express to the press release writing service that you would like to incorporate keywords throughout your press release and gather them a few keywords to use.

Some press release writing services will also include a fee for disbursement of your press release on many of the press release distribution sites. You would be surprised at how much work this can alleviate off of your shoulders and many of the press release services already know the top sources to use to get your press release noticed, picked up, and published by journalists and other news organizations.

This means more traffic circulating your way and your products way and in the end will have you cashing in at the bank due to the vast exposure you get by using press release writing services.

The best places to get a press release written is through sites that offer bundle packages also, which include the actual creation of your press release and a small fee for distribution. Purchasing these services in a bundle saves you a ton of money rather than paying a fee for the creation and a separate (almost as expensive) fee to disburse throughout the web for you.

However, if you are not familiar with the right places to start posting your press releases at then this could also prove to be a benefit to you and your business by leaving your press release in the hands of experts that do this everyday!

Some of the most popular press release writing services are using big freelancer sites such as Guru.com, Elance.com, and Freelancer.com. You can also find individuals that host their own businesses and press release writing services.

However, make sure that when you choose an individual that you follow the guidelines and make sure that they write your press release accordingly.

Remember that when you contact a service to create your press release that you give them in detail exactly what you are looking for and your specifics on how you want your press release written.

Doing this will lower your chances of receiving a bad apple and will ensure that you receive the masterpiece without any sweat on your part.

So if you are having trouble writing and formatting your press release then make sure you check out all of your options when it comes to having a press release writing service create your press release.

After you have either created your press release yourself or if you have had a press release writing service create a press release for you, your next step is disbursing throughout the internet from helpful press release distribution channels.

Although many of these services can be a bit pricy, they are well worth the investment when you take in effect how much traffic and exposure your press release will get! So, let's take a look at some the paid for press release distribution sites.

The Best Paid For Press Release Distribution Sites

After you have successfully created a well formatted and well written press release or you have had one created for you, it is now time to get it out for the world to see! This can be made easy through helpful distribution sites such as PRWeb.com, PRNewswire.com, and PressReleaseDistribution.net.

Although their rates can be a bit pricy, you can ensure that your press release will be distributed and you will receive tons of traffic soaring your way through the help from these reputable paid for distributing sites. Let's take a look at some of the best paid for press release distribution channels out on the internet today!

PRWeb.com – this has got to be one of the most popular press release distribution sites out on the internet today. They are used by many business owners and they have instant links to big time news sites such as Yahoo! News, Google News, and even MSN.

However, PRWeb.com will only submit your press release to big time sites if they have a high rating when it comes to the way your press release is written and formatted.

They base their ratings on stars and to ensure that your press release makes it to one of the more popular news websites you have to make sure that your press release makes a 4 star score or higher. Even if your press release doesn't receive 4 stars, that doesn't mean that your press release will not be disbursed, it will just not be forwarded to the higher news websites.

Each time a press release is submitted to PRWeb.com, a professional will review the press release and rate it based on the writing and formatting, as well as the style of writing used. The higher the rating the more exposure you will get. PRWeb.com knows their stuff and only has professionals that know what other news distributions want and they rate accordingly.

This is why it is so important that your press release is top notch!

Although there are different price ranges as far as how you want your press release distributed. However, you better get ready to spend at least \$80 to ensure your press release is disbursed accordingly and that you get the exposure you are looking for.

Although it may seem to be pricy in the beginning you will find your investment sending profits your way in the long run. So this is well worth the money if you want your press release to get noticed!

PRNewswire.com – is another very popular press release distribution site that has over 57 years experience in the press release field. In other words... they have connections. Although, you will find it cheaper to become a member to press release distribution sites rather than putting press releases out individually, I will tell you that it can become very pricy.

However, you are receiving quality assurance that you are going to get the exposure that you are looking for. They also have many different features associated with your account which allows you to target your press release campaign and actually see numbers as to how well it is doing.

PRNewswire.com is some what set up the same way as PRWeb.com and you can ensure that since these are top rated sites that they are always looked at from other big time news sites for up-to-date press releases!

PressReleaseDistribution.net – is another widely used press release distribution service that offers 3 different plans that will fit your budget. They offer packages as low as \$29 and as high as \$99.

Each of the plans allow your press release to be disbursed throughout the internet and also give you special features such as email support, a complete status report so that you can monitor your press releases success, as well as allows you to include your company logo and or picture.

Your press release also goes through a review for editing before they submit your press release to ensure that your press release is ready to be distributed. They have very good customer feedback and for those that have used PressReleaseDistribution.net in the past have had great traffic results and in the end dynamic sales as well.

It is very important to disburse your press release with a reputable press release distribution service and using one of these top rated service sites will give you the exposure that you are really looking for.

Using these helpful sites, the work is basically done for you and will have your press release circulated and trafficking visitors to your site or product at a very rapid rate.

Many business owners have found this to be a very important marketing tool to get potential customers as well as readers viewing your site and products. The more that you are out there the more your products and services are noticed.

So why not use this helpful tactic that you will literally be blown away by the results!

However, you don't always have to pay to have your press release disbursed throughout the web. Many business owners opt in to free press release distribution services. Although, you would think that a free site wouldn't work as well the paid for sites.... which can be true in some cases.

However, in the next chapter I will be going over the top free sites that you can use when you are on a budget and still get that much needed exposure you are looking for!

So, let's take a look at your free options to getting your press release noticed with no cost to you!

Free Press Release Distribution Sites

So let's say that you are running low on funds or just starting your new online business and don't want to spend money that you really don't have to gain you and your products exposure to the media.

There are other options that you can take rather than paying for your press release to be distributed throughout the internet... free press release distribution sites. That's right, there are sites available on the internet today that allow you to submit and distribute your press release for free!

Most of the free press release distribution websites offer the same features as the top rated paid for press release distribution sites and also allow you to gain the exposure that both you and your business are seeking. Although, some features that many paid for sites offer, the free services do not offer.

With many of the free press release distribution sites you won't quite get the exposure that you would if you were a paid for member. However, when you are on a budget and can't afford their services, it is still better to place your press release in these free distribution sites because you will still get exposure, even though it may not be at the caliber of exposure that a paid for member would get.

But, when you are low on funds and still need to drive traffic to your products or services it is better to get some exposure than none at all, right?

So it is a very good idea to do some research and find the best free press release distribution sites and find out which ones are credible and have good customer feedback. This will ensure that you are choosing a site that is well worth your time and at the same time gains you the traffic you are looking for for your press release.

Keep in mind that many of the paid for press release distribution sites also offer free services, they just lack some of the features that a paid for member gets. The same works in the case of free press release distribution sites, they also offer upgrades that will allow you more features by paying a small fee.

However, if you are just starting out and are low on funds, using the free press release distribution sites will definitely give you the exposure you and your business needs with no additional costs just to fulfill this powerful traffic tactic!

Let's take a look at two of the most popular free press release distribution sites that give great results, exposure, and money back in your pocket.

24-7PressRelease.com - this is a very popular free press release distribution that has been around since 2004. 24-7PressRelease.com gives you the option to become a free member as well as upgrades to bigger distribution plans with more exposure. Many people

have found 24-7PressRelease.com to be one of the best and most effective free press release distribution sites and ensures that you will get more traffic to your site or product page.

The only downfall to being a free member to 24-7PressRelease.com is that they have strict guidelines that have to be followed before your press release will be published. Realize that you can;t just create a sloppy press release and expect them to take it for publication, you do still have to have a well formatted and well written press release.

Like paid for press release distribution sites, 24-7PressRelease.com will have to approve your press release before they publish it, so it is very important that your press release and structured and formatted the exact way a press release is suppose to be created.

You also want to make sure that your press release is free from grammatical errors and spelling errors as this will hinder your chances of your press release being approved and published on their site.

When you become a free member to 24-7PressRelease.com you are allowed to submit one press release per day for approval and publication, where when you are a paid for member you can have multiple press release submissions.

More than likely, if you are just starting out you will only need to distribute one, which makes the free membership suitable for your needs. Make sure that you read their guidelines to being a free member to 24-7PressRelease.com and join today so that you can start submitting immediately and effectively!

I-NewsWire.com – is another popular free press release distribution site that has a ton of positive feedback from happy customers that have used their free press release services. With I-NewsWire.com you are allowed to submit one press release per week for free. They offer their free members different options to submitting their press release a premium feature as well as a basic feature.

The premium features allow your press release to be distributed to 3rd party portals, allows you to display your company logo, will be featured on their home page for 48 hours, increases your link popularity, and many more effective features for submitting your free press release.

The basic features also allow your press release to be distributed, however you will only be able to reach out to a limited amount of viewers.

I-NewsWire.com also has strict guidelines on the formatting and way that your press release is presented so you want to make sure that you read and follow them to a "t" to ensure that your press release is submitted.

I-NewsWire.com also offer upgrade options that give you more features than the free membership. However, the only additional feature you really gain for becoming a paid

member is discounts on your distribution plan as well as added graphics, which is why many people that opt in to the free press release submissions with this particular site.

There are a ton of free press release distribution websites that will allow you to publish your press release and helps gain you exposure and traffic to your website or product. So make sure that you research and find the best free press release website for you and start getting the traffic you need at no cost at all to you!

Making The Most Out Of Your Press Release Traffic and SEO

Your main purpose for creating a well formatted and high quality press release is to let everyone know about your new business, product, or service in hopes to generating potential customers to your products, website, or services.

Press releases are one of the top methods to use to send tons of traffic to wherever it is you are wanting to send them to. Which is why it is so important to make sure that your press release is fully geared for the search engines as well.

As we all know, search engines are the number one source for people to be able to find what they are looking for through specific keywords. Which is why it is so important for you to incorporate SEO into your press release and generating traffic to your website or product.

Using SEO in your press release is much like using it in articles. You want to make sure that you are choosing the right keywords so that your press release can be found. Although much of your traffic will be gained through the help from press release distribution sites, you still need to incorporate SEO into your press release to maximize your chances of your press release being viewed by the public.

One of the easiest ways to finding out the right keywords for your press release is to do some research using the helpful Google Keyword Tool. This is a very simple and easy tool to use and you are able to find out what keywords are being searched most and of course the most popular keywords that people generally use when searching through your particular niche.

What you want to do is type in your articular niche and click search. You then will be taken to a results page that will show you all of the keywords that are related to your niche. Not only can you view how many searched that particular keyword has had for the month, but you can also check to see what the cost per click (CPC) is for that particular keyword and gain a knowledge about which keyword is going to generate more viewers.

The popularity of the keywords that you use within your press release is a very important factor because this will allow the search engines to display your press release when those keywords are types in by a viewer.

What many people don't realize is how important SEO is to gaining traffic to your product or website. Let's face it, search engines rule the web and rather than trying to work against them you want to work with them in making sure that viewers get what they are looking for, which might so happen to be your product or website.

Making sure that you use the right keyword placement throughout your press release will also play a role in your rankings on Google. Like with any other marketing tactic, you want to be on the first page of Google to get the most viewers looking at your press release, which in turn generates more traffic to your website or product.

Although, you may not be able to accomplish this your first time around, the more and more you incorporate SEO into your content, the more you will see the search engines working to your advantage when you use the right keywords.

There are other tools that you can use to find out what keywords are popular in your niche. If you are having a press release created for you by another writer then you want to make sure that you give them specific keywords that you want sprinkled throughout your press release. Doing the research for your writer will help him or her decide how they need to format the press release and of course how they need to place the keywords throughout the press release.

Keep in mind that if you are having your press release written by a professional they will not be blind to the fact of you wanting to incorporate popular keywords within your niche and more than likely will already know how to format your press release to include those specific keywords.

Remember, there is a right way and a wrong way to including keywords in your content and will determine your rankings as well in a Google search. You want as much exposure to your press release as you can get and including popular keywords is a great way to get more eyes on your press release and ultimately more cash on your wallet.

Ensuring that your press release gets the traffic that you are hoping for plays a big role in whether or not you are able to see sales rolling in. Although you are not trying to sell your product or service through your press release, using keywords will definitely get the viewers that are interested in that particular niche and clicking through to your website or product page.

Look at it this way, a press release is generally created from a friendly announcement format rather than a sales promotion for your product, which means that using popular keywords within that niche of high importance so that you can gain the exposure you are seeking.

You would be surprised to know how many people become more interested in content just by adding a few popular and eye catching keywords. So making sure that you use the right keywords will definitely draw in the attention from your audience and will have them clicking though just to see what all the fuss is about!

So make sure that when you decide to either create your own or have a press release created for you that you make sure that you are incorporating keywords for SEO and ultimately more traffic heading to wherever it is you are wanting your viewers to go.

Using the right keywords and incorporating them into your next press release will give you dynamic results and should be tested on your part to see what keywords are most popular amongst your viewers. With the internet based solely on words... you simply can't go wrong when adding the right "words" within your press release, that will produce you the results that you can literally see with your very own eyes!

Helpful Press Release Tips To Live By

There are many tips and suggestions available online in regards to a press release. But which ones should you really listen to and live by? I have compiled a list of some of the most important tips that you need to take in effect the next time you decide to create and distribute a press release for you business or product.

Make sure that when you are creating your press release and disbursing it throughout press release directories that you use these helpful tips as reminders and a helpful checklist to ensure that your press release is formatted, written, and created correctly.

So, let's take a look at some of the most popular tips and suggestions to keep in mind when creating your own press release and distributing it to press release websites...

1. Always make sure that you write your press release in 3rd person – write your press release as if someone else was writing about your business or product.
2. Make sure that you include at least one quote within your press release whether it is a quote form a past customer or a quote form the product or website owner. This will grab the attention of your viewers and will make them keep reading.
3. Make sure that you write your press release with no more than 500 words. Press releases are meant to be short and sweet and the ideal press release normally ranges from around 250-300 words.
4. Make sure that you are using the proper keywords to sprinkle throughout your press release.
5. Include graphics and images to increase the popularity and look of your press release. Many people don't think about the impact that your press release can have on viewers just by adding a simple image, logo, or eye catching graphics.
6. Make sure that you include your URL at the end of your press release. This is a very important key to remember and is your sole way to getting traffic headed over to wherever it is you are wanting them to visit.
7. You can submit your press release to several different distribution sites so that you can really get the exposure that you need for your product or service. The more places your press release can be found, the more you will see your number of visitors

increasing and your sales as well.

8. You want to always keep your press release up-to-date and you want to submit them on a regular basis for dynamic results. There is nothing wrong with releasing a press release at least once very few days. The more you have out there that more you will see results out of your efforts.
9. When trying to find the most reliable press release distribution website... do a little testing on your own to find the most effective one. You can do this by alternating what distribution websites you submit your press releases to.

Find out which one gives you the most click through ratings and stick with the distribution websites that provide you the best results.

10. If you have never wrote a press release yourself, take a look at other reviews related to your particular niche for inspiration. You would be surprised at how much you can learn and gain from reading others press releases.

However, make sure that you are using a press release that is formatted and written correctly... you don't want to be inspired by a press release that will only send you into the wrong way of writing your press release.

11. Make sure that when you are writing your press release that you use a language that even the most common person can understand and read easily.

Realize that not everybody that will be viewing your press release will be a college professor and you don't want to lose viewers just because they don't understand what you are saying or telling them about.

12. Spice up your press release by using videos and relevant links. This will not only help the effectiveness of your press release but also draw in more viewers.
13. Check it once, check it twice, heck check it three times! You can never review your press release to much and you want your press release perfect! Having even minor grammatical errors and spelling errors will turn people away and have them clicking off faster than they clicked on it. Try hiring an editor if you struggle in proofreading.
14. Incorporate a little social network marketing with your press release. Using popular social networking sites such as Face book and Twitter will get the word out to many

businesses and people.

As we all know the world has turned into a social networking world and what better way to display your press release than from viral sites such as these for added exposure.

15. Make sure that you are giving helpful information and that you provide a story with your press release. Using a story concept is a great way to lure in readers and grab the attention to the end of the release. The more attention you have on your press release the better chance you have at them viewing your product or website.
16. Use catchy headlines but don't make them appear like a promotional sales letter... you don't want your viewers thinking that you are trying to sell them, so keep this in mind when thinking of a headline to create for your press release.
17. Make sure that you stay focused on the benefits that come with your advertisement in your press release. Listing benefits is a great plus and adding bullets is a big time eye catcher and a way for people to easily recognize the good's of your product, services, or website.
18. Don't spread hype or provide your reader's with fluff. You want to make sure that everything that you say in your press release is as you say it is. Leading your readers to thinking otherwise will only destroy your reputation but also future sales.

Plus for journalists looking to place your press release on their news site, they are looking for real products, websites, and services that give what they say they are going to give. In other words, don't fill their heads with things that you truly are not providing.

19. Make sure that you provide your readers with contact information in your press release. There is nothing worse than reading a press release and finding no contact information. You are basically closing the doors to potential customers and sales.

You want to make sure that your readers can easily contact you to ask you questions or to display their comments, suggestions, or concerns.

20. Try to keep your introduction paragraph as short as possible. Commonly a person will write an introductory paragraph for a press release in as little as 50 words. Remember that your press release needs to be as short, brief, and sweet as possible.

So make sure that you are able to display all of what you are trying to tell them in as little words as possible while still getting your point across.

21. Make sure that you choose a press release distribution website that allows you to place your links to your website. Believe it or not, there are press release distributions that will not allow you to place your link within your press release.

Most of the time this only applies with free press release distributions, however, not all free press release distributions have those guidelines, which is why it is very important for you to research and find press release distributions that allow you access to display either your company logo or link to your website.

Using these helpful tips will help you create a press release that will be both effective and informative for all of your viewers. It is very important that your press release is formatted and written correctly as it will determine whether or not a reader keeps reading and clicks through to wherever it is you are sending them to or if they click off before even finishing.

So make sure that you follow these simple tips and suggestions the next time you are creating a press release and you will find it simpler and easier to create your very own powerful and attention grabbing press release.

Conclusion

As you can see a press release can be very beneficial to your business as a whole. The only way to truly get your business noticed is by effectively advertising it and what better way to do that than through a press release. Many people don't realize the effects involved when incorporating press releases into their marketing arsenal.

Press releases reach out to a huge crowd of people which means more potential for your press release to be viewed and of course for future sales. Point blank... you have to get your business name out and about or no one is going to know about your existence. No matter how well formatted or good your products maybe, it doesn't make a hill of beans if no one knows about em'.

Not everyone has what it takes to make a compelling yet friendly toned pres release, which is why you have many choices when it comes to creating a press release. Remember that you want your press release perfect and sometimes that means hiring a professional press release writer to create a press release for you.

However, if you are the type that can create a press release and find it very simple to write a press release for your business, product, or website, then go for it! If you happen to run across problems, questions, or confusions about what to say in your press release or how you should format it then simply do some research.

You can literally find anything you want on the internet today and that includes righting a well formatted and well written press release. You can search sites such as Google and YouTube to find out helpful tips and advice to creating your very own press releases.

There are also many tools available that will also create a press release for you in simple and easy to use steps. The sky is the limit when it comes to finding out the right information on writing a high converting press release that will grab the attention of your readers as well as the attention of journalists looking for press releases to display on their news site.

As long as you use press releases the way that they were intended to be used you will find that you gain more traffic and sales overall. Many marketers and business owners use this very tactic to gain popularity and traffic to an up and coming product and have found it very effective in their efforts to generating more traffic and sales to their website.

Press releases are truly a great tool to use for any type of business, company, or organization and should be used as a helpful traffic generating tool. If you want to let others know about your business, products, and services then you will find that creating a press release and then distributing them to press release distributors will give you everything that you have been looking for and more through the help from a well formatted and well written press release.

So what are you waiting for? Get started and start generating traffic and sales to your website and products with press releases!