

## ***Part 1 of 3***

# **Start Cashing In On Thousands of Dollars Worth of FREE Publicity By Sending Out Your Own News Releases**

A news release (also called a press release, publicity release, or media release) is a great way for you to contact the media to let them know you have "news" that is of **particular interest to their audiences**. Much of the news we all read and hear every day originates from companies, organizations, and special interest groups promoting their products, services, or causes.

A well-written, correctly formatted news release can entice newspaper reporters, magazine editors, online publishers, radio stations producers, and television broadcasters to quote from your news release directly, or better still, contact you for:

- An in-depth article about your product or service
- An interview on the radio
- A guest appearance on television

The more publicity you receive, the more opportunities you will have to promote your business. Best of all... it's FREE! Through this wide exposure you can reach audiences of thousands, if not millions, for little or no cost. Your sales numbers could jump off the chart! If you tried to purchase equivalent advertising space or airtime, it would cost thousands of dollars.

Your advertising campaign would still not be nearly as effective as news items about your product or offer because most people "tune out" advertisements. By being part of a news story, your message is given instant credibility. After all, it's "in the news."

### **Challenges You'll Face:**

News releases have such extraordinary possibilities to reach huge audiences of potential customers that there are literally thousands of people using them to compete for the media's attention. An individual reporter may receive dozens or even hundreds of news releases every day.

Don't let these numbers discourage you. Later in this series of articles you'll learn specific ways you can make your news release stand out from the pack.

Another challenge you'll face is the lack of control you have over:

- If your news release is going to be used
- When, if ever, it might be published or aired
- How that information is going to be used

You might be tempted to try to catch the media's attention with a controversial news story; however, since you have no control over how your information is going to be used, you run the risk of having it used against you!

For instance, a reporter could use your news release as the basis for an article and then quote your competitors to create some controversy, air the "other side," or dispute your statistics. That's why you must check and double-check the statistics you quote and the claims you make for 100% verifiable accuracy.

### **Meeting These Challenges And Getting Your News Release Noticed:**

Imagine being a reporter watching the newswire for breaking stories, being deluged with faxes and mail, hearing your phone ring off the hook, struggling to keep up with e-mail and voice mail messages, and working to meet a deadline.

Keep that scenario in mind as you now picture yet another news release arriving in the "In" basket. Now do you think there is any way that each news release is going to be read in its entirety? No chance!

In reality, the headline will be scanned first. If it looks "newsworthy," the remainder of the news release also be scanned. If the entire news release passes the "scan" test for **interesting content that is relevant to the reporter's audience**, only then will it be read in more detail.

To help you pass the scan test, your news release **MUST** be formatted in a particular way that helps reporters see all the pertinent information at a glance. If your news release is not written in the "industry standard format," it will instantly be trashed. Guaranteed! You must know and play by the "rules of the game" and you cannot deviate from them, even slightly.

You also need to use a rifle approach and aim directly at specific reporters who have covered similar stories before and not blast a shotgun -- sending out thousands of untargeted news releases -- wasting reporters' time and your money. Standard format and focus win over quantity every time.

### **Conclusion**

The media has a voracious appetite and are always hungry for **relevant** news, controversy, and entertainment to keep their particular audiences reading, listening, or watching. "Feed" them what they want with bite-sized chunks of news that will help their audience, inform them, motivate them, make them happy, anger them, or frustrate them --

anything but BORE them!

News releases are a tremendous way to get FREE publicity for your business -- if you send them! Purchasing the equivalent advertising space in print or airtime on could cost thousands of dollars and will still not be as effective as **free** news releases.

If you have been hesitating to get started because you:

- Are not sure where to begin
- Feel you are not a "writer"
- Tried it before with dismal results

**... In the next two articles we are going to give you a template to follow and a complete list of "rules."**

You'll learn how to become a master of sending "news they can use." We're going to show you how to correctly write, format, and target a news release to **guarantee** it gets into the "right" reporters' and producers' hands so that your business receives maximum media exposure.

Get the skills without the spills...

Finest Regards,

Boris Chow  
Internet Marketing Challenge

\*Additional content provided by The IMC Content Research and Development Team.

### **About The Author**

Boris Chow is a seasoned Internet marketer and member of the IMC Think Tank, the team of Internet marketing professionals who gather in the IMC Private Site to spill the beans about Web marketing breakthroughs -- as they happen!

To learn their profitable secrets (and avoid the costly mistakes) so you'll have more time to grow your business, visit <http://www.marketingchallenge.com> for instant access.