

# Fast Track To Press Release Promotion



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- Write
  - Distribute
  - Promote
  - Get Wide Media Coverage

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## 1

## Writing A Good Press Release

### The Ground Work

Let us start with the Ground Work of writing a good Press Release. To begin with, you should understand that an inaccurate, unedited and poorly written press release will never make an impact. They will be discarded by the readers as soon as they go through it. And even if they bother to go through it, they will not be impressed which means that you score a zero in the impression department..



Before you write a press release, you have to think of the format. The format is one of the most important aspects that need to be taken care of- Even when you have a good story in the press release that is not in specified format you tend to lose out. When you write a press release, you should always think of targeting the media. The content should be good which can create an impression. The wording and language should be good. There should be no exaggeration or unnecessary embellishment. If you want, you can add quotations. There are a few topics which should never be included in the press release. It is better to concentrate on the main topic and not divert.

If there are images in your press release, they will be interesting. You should always remember to edit the press release, before submitting it. One should not forget to add the contact information. This information is important as it will help the media to reach you. It is better to add a phone number, a fax number or an email address. If you fail to furnish such information, your press release will look illegitimate or amateurish. The headline should be such, that it should hook the readers. The information should be interesting enough to generate interest which means that the readers will want to read more.

A good press release will be incomplete without a good headline. When you write the headline, it should always correspond to the content. At the same time the headline should sell the benefits or advantages of your services or products. The summary or the paragraph which follows the headline is important. This is where you summarize the information and add a strong statement to hook the interest of the readers. But you should not divulge anything more. The readers must go through the entire press release. The body of the press release is the main area. This should be simple and the topic should be discussed within 300 words. The boiler plate which contains brief information about the organization and the ending of the press release are equally important. After you have written the press release, you should add a suitable ending so that the readers are as impressed with the beginning as they are with the ending.

## **SAMPLE PRESS RELEASE ABOUT THE LAUNCH OF A NEW PRESS RELEASE DIRECTORY**

### **FOR IMMEDIATE RELEASE:**

#### **The New Press Release Directory Prbd Is Spreading Like A Wildfire**

*PRbd.net is a new comer to the list of best free press release directories. Living up to the promise made, this free press release directory is making the news spread like a wildfire.*

**[Place, Date]** --- PRbd is a new addition to the list of general press release directories. This free press release directory was launched a week back and is now loaded with latest news from around the planet. "Though there is no scarcity for the free press release directories, there are only a few ones out there which are really good for both publishers and journalists. PRbd adds to the count of the few best free press release directories. This is not the hype that we are creating. Ever since the launch of this free press release directory, we are getting lots of news published from various parts of the world. These are the signs that indicate that PRbd is becoming one of the favorite press release directories of the Journalists and Publishers", says Mr. Amarnath, the moderator of Prbd.

Speaking about the features of this unique press release directory, the development team headed by Mr. Aravind said, "We wanted to create a press release directory loaded with unique features at the same time being easy to navigate. This was a real challenge because we had to come with unique features that are not available in any other common press release directory. We took the challenge and PRbd is now fully loaded with great tools for both publishers and Journalists. We have noticed that in most of the press release directories out there, the section for Journalists will be just left bank with no useful tools. We have taken utmost care in integrating the most wanted tools for the Journalists while creating the Journalist section of PRbd. With a onetime sign up, the Journalists can get the news mailed to their inbox."

Upon grazing through this free press release directory, it makes us clear that it live upto the promise made - "Spread your PR like a wildfire" and in fact, PRbd is itself spreading like a wildfire!

#### **About PRbd**

PRbd is a newly launched press release directory which is very unique from the common press release directories out there. This directory is launched by the team of experienced SEO professionals and so getting wide media coverage for the press releases is a guarantee through PRbd. For more information, visit [www.prbd.net](http://www.prbd.net)

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## 2 Points To Note When Drafting A Press Release

The art of writing press release is not known by many; One needs to follow basic format before writing the press release. Information like city, state, date will be stated at the beginning. Then there will be a three pounds sign which indicates that the press release has ended. The length of the press release is important. In most cases, PR professional suggest that it should be concise, and should not be more than 350 words. It will be short, but it will contain all the important information. In case of a long press release, you will find that although it is stretched, it has restated the same information in different words again and again.



In case there is some groundbreaking news, the press release should not be more than 500 words long. The word limit should be somewhere in between 350 and 500. It is better not to stretch a press release. Then there will be hardly any difference between a news article and a press release. Most media houses do not like press releases which keep on stating the same information again and again. Coming to the content, the press release should have 5-7 paragraphs. The first paragraph should be simple. A simple press release can have the maximum impact on the readers.

This will contain the basic information like the when, how, why, where and what. In case of the last paragraph which is considered the most vital, it will contain information about the organization. There can be one or two quotes and there should be two to three paragraphs which will contain something newsworthy. If you have written a good press release, it will not be difficult to publish it. If you have a story to tell, you can share it with the rest of the world. Moreover, you should always think from the perspective of a journalist. Once you know about your readers, it will be easier for you to write the content.

Check the format of the press release. When you tell a story, you just don't narrate it, you must think of an interesting angle which will help to sustain the interest of the readers. The story can cover a wide range of topics like holidays, or events, developments within the company, unique products, personal accomplishments, and something funny or wise. Laughter is the best medicine. If you can bring a smile on the face of the readers with your story, it will be double whammy!

## 3

## Formatting Press Release

### So how to format a press release?



Ideally, a press release should have a clear date instruction. So, it should tell whether it is for the immediate release, for release before or after the date. The next important thing in the format of the press release is the contact information. This should be an easy and friendly passage where any interested people would get all the information on how to contact you. There should be a phone number, email address, fax number and of course the address of the company. It is important that

you have the correct contact details in the press release for if you don't have them, it will not only be an amateurish effort, but the press release is likely to be rejected as well.

Headline is another important aspect of the press release. It should be very interesting so that the readers feel interested to read the rest of the content. If your press release does not have an attractive headline, it might be overlooked by the readers. Also, apart from making it attractive, it is important that you mention the benefit of your product or service in the headline. Also, you can make your headline interrogative. In any way, the headline should be compelling.

Once you give the readers a hint of the story to be dealt with, it is time now to give them a summary of the story. Generally, this should be placed under the headline. It is a short paragraph that will contain the main information of the press release. However, it should not give all the details. The details should be provided in the body of the press release; which should be simple and to the point. The body of the press release should not be very lengthy. In fact, anything between 250 and 350 words make a good press release. Of course, the language should be clear and precise and the content should be thoroughly informative. An [ideal press release](#) will encourage the media for further information

After the body, you should have the Boiler Plate or About Us. This is the small space where you can have brief information about your company. It should include all the information. Finally, it is time to finish your press release. For that, you can draw a blank line or #####. Anything after this will not be published according to rules.

## 4

# 7 Tips To Write The Perfect Press Release

## Use Simple Language

The press release should be easy to understand. The paragraphs should be short and the language crisp. Like any other forms of writing avoid redundancy; rather focus on news. In short, the reader should understand clearly what news/new development you are trying to convey.

## Call for Action

Like a sales copy a press release should encourage the readers to action. The news written should be interesting and compelling and the reader should feel free to contact you at the number given below the press release.

## Use SEO Writing: Optimize Your Press Release

Optimization is an important factor to consider when you submit press release. This is where you need professional help. Only a veteran would know how to combine good language with the right keyword density. So hire an expert writer to write the press release.

## Select the Right Keywords

Decide on the topic you want to write or news you want to convey. Then pick up the right keywords. Remember, the keyword should be very relevant to the subject of the press release. There are different tools which you can use to find out the keywords. However, the wordtracker.com seems to be the best.

## Use Keywords in Titles

Once you have picked up the keywords, it is time for you to distribute them in the right proportion. Ideally, the key phrase should be placed in the title of the press release. At the same time, they should also appear in the body of the press release. These keywords can be effectively linked to your site.

## Use Name of the Product Repetitively

The name of the product should be included repeatedly. This will allow your reader to retain the brand name in his/her memory. In fact, while using the name, write the form of name that is more popular. For instance if you are promoting singer Mariah Jones and she is more popularly known as Tojo use that name in your press release. Often, your content will have pronouns. However, it is important that you spell out the name of the product and if possible insert keywords there.

## Write Relevant News

News is the soul of the press release. So, make sure that your press release has some news to tell. At the same time, the piece should be crafted well so that it retains the interest of the readers.

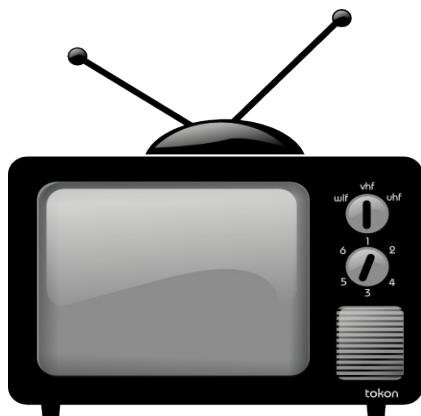
## 5 Why You Need To Distribute A Press Release?

**W**riting the right press release is off course a difficult task. This is precisely the reason why we come cross thousands of inaccurate, badly edited press releases. Such press releases do not add value to website promotion; rather they have a negative effect. Therefore writing and formatting a press release correctly is an absolute must.

**T**he online press release is the most effective way of providing important updates and information in the Internet. If you are launching a new website, you cannot expect all your customers to know about the forthcoming project. A press release is the perfect way to give them this information.

Apart from promotion or providing information, you can [submit press release](#) to the popular press release directories so that your business receives a good boost. This is additional publicity which will prove to be valuable in the long run. The press release will be either a written communication or a recorded communication which will be directed towards the member of the press. This is actually an announcement for an important event. The event should be worthy as a news item. For an online business, this will help in providing added publicity. There is one basic rule about success mantra for online business. Exposure is everything. It increases the visibility of the site.

Unless the online customers know about your site, why will they visit your site? There might be many who might not be aware about the existence of such a website. The press release is the most effective way of telling the customers about your online business. This actually helps in brand awareness and brand recognition. A good press release will not only be a piece of information. They must present something interesting for the readers which the readers might want to explore. When you submit a press release, it will not only target the online journalists, but also the online visitors who might want to explore something new in the Internet.



When you submit press release, it actually adds credibility to your business. This is not only about advertisement or marketing. It is much more than that. Most people find press release interesting as they find something interesting and useful. The press will contain useful information about the online business, or a new product or a new service. Even if the business is old, you might want your customers to know about some new aspects of your business. Writing a press release is no mean task. When you write it, it should clearly mention the whats, whens, and the wheres. The subject of the press release should be clearly addressed so that there is no confusion.

## 6

## Facts To Consider While Distributing

## A Press Release

When [submitting an online press release](#) the first thing that you have to check out is the value of the story that you have. Make sure that it is newsworthy. Now, if you are thinking about what makes the news, you should simply ask yourself whether your story has the strength to be published in a newspaper or magazine. Ensure that the event you are announcing or news you are circulating is current and relevant.

Next you must prepare to write the press release. In fact, that is quite a lengthy process. For that, you need to have all the information in hand. So, make sure that you know about the story, the time of occurrence, the people involved, and their quotations. At the same time, you should find out the type of people who will be benefited from the news. Also, you have to find out points that will distinguish your story from others.



After you have written the press release make sure that it is formatted correctly. An ideal press release should have certain sections. First, it should have an attractive headline that will induce people to go through the content of the press release. Of course the title should establish the story in the fewest possible words. You can also add a subtitle to explain the matter further, but it is not a necessary aspect.

Writing an effective lead or introduction is also essential. It should include the answers for who, when, what, where, why and how. The sequence will depend on the importance of the answers. Then you need to write the body of the press release and that should be precise and easy to follow. After that, a short paragraph should be added to describe your company profile. Finally, you have to mark the ending and add the contact details for further information.

Once you have your press release ready, you should find out suitable distribution channel. There are different companies who offer PR distribution. You have to find the best of them with a proven track record and affordability of cost.

# 7 Where To Submit Your Press Release?

It is important that you distribute the PR in the right popular PR directories. It is not wise to submit a PR related to your health business to a real estate PR directory. Even if you submit your PR will get rejected by the moderators. We have compiled a list of 24 must have press release directories which

- ✓ Are regularly crawled by major search engines
- ✓ Is syndicated to Media and Press
- ✓ General and accept PR of any category
- ✓ Global and not limited to a region
- ✓ Free to submit
- ✓ Provide links to website
- ✓ Have Good Page Rank
- ✓ SPAM Free

 <p>Press release distribution service since 2001. PR-5 "Do Follow"</p>	 <p>PUBLISH YOUR STORY TO THE WORLD PR-5 "Do Follow"</p>	 <p>Search and News Enhanced PR-5 "Do Follow"</p>
 <p>PR-5 "Do Follow"</p>	 <p>PR-5 "No Follow"</p>	 <p>PR-5 "Do Follow"</p>
 <p>GLOBAL NEWS DISTRIBUTION PR-5 "Do Follow"</p>	 <p>Worldwide Public Relations PR-5 "Do Follow"</p>	 <p>PR-4 "Do Follow"</p>
 <p>PR-4 "Do Follow"</p>	 <p>PR-4 "Do Follow"</p>	 <p>PR-4 "Do Follow"</p>
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The Open Press

PR-4 “Do Follow”

**IdeaMarketers**

*Where YOUR Ideas Shine!*

PR-3 “Do Follow”



**This is our own PR Directory which was launched this month.**

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## Hiring A PR Writing And Distribution Company

While it comes to hiring a Press Release writer or a Company, You have to be very careful in choosing the right one. There are several companies who offer PR writing services ranging from \$15 to \$200. You must make sure that the PR is well researched and written with Industry standards. Ask for previous work samples, clients and any other information which will make you comfortable in choosing a PR writer.

We at [SubmitinME](#) have a team of expert researchers and writers who serve the PR industry for more than 5 years. SubmitinME’s team of professional PR writers will write informative,

optimized press releases for you at affordable rates. The PRs written by the SIM team goes beyond grammatical perfection increasing your brand awareness. The skillfully written PRs will directly promote your business while getting valuable back links. We write a top notch PR for a mere \$30.



Same goes to PR distribution. It is not that simple as article or directory submission. The PR directories require different formats and there are lot of mandatory fields which should be filled with care.

We will get your press release in the media spotlight by publishing it to 75 popular and respected press release sites for just \$35. You will see an almost overnight improvement in the amount and quality of the traffic to your site. What better way to announce new product releases, business milestones and build brand awareness than a press release which will be distributed to a multitude of sites and news feeds. Press releases are a very economical method of building brand awareness. You will also benefit from a higher search engine ranking by virtue of the incoming back-links from every site where your press release is published and also drive in immense amounts of [targeted traffic](#) through your press release.



**D**o not forget to submit your Press Releases at <http://www.PRBD.net>.