

press release essentials



101 Press Release Ideas Report

By Patrysha Korchinski

Press Release Essentials Study Guide

Press release essentials

The SelfEmployedProfessional's
SelfStudyGuide to
AttractingMediaAttention

Press Release Essentials Study Guide

Press Release Essentials

No portion of this book or accompanying items, or any portions thereof, can be stored in a retrieval system, reproduced or transmitted in any form or by any means - electronic, photographic, and mechanical - without written permission from Patrysha Korchinski. Nor may they be resold, rented or otherwise distributed, without written permission from Patrysha Korchinski and Patrysha.com

Earnings/Coverage Disclaimer

Every effort has been made to accurately represent this product and it's potential. There is no guarantee that you will gain any media coverage or earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise of guarantee of earnings. Earning potential is entirely dependent on the person using the product, ideas and techniques. I do not purport this product as a "Get Rich Scheme".

Any claims of actual earnings or examples of actual results can be verified upon request. Your level of success in attaining the results claimed in my materials depends on the time you devote to the program, ideas and techniques mentioned, your finances, knowledge and various skills. Since these factors differ according to individuals, I cannot guarantee your success or income level. Nor am I responsible for any of your actions.

Legal Disclaimer

While every attempt has been made to verify information provided in this course, I am not responsible for any errors or omissions. The reader of this course assumes responsibility for the use of these materials and information. I hold no responsibility or liability for your use of this information.

Press Release Essentials Study Guide

Introduction

Congrats on taking the publicity plunge!

If you've read publicity books before, you'll find many are written for big companies, with big budgets and plenty of human resource power. I know you're a small business, more than likely even a micro-business. You are likely the only person available to do your public relations. This manual is for you.

This booklet prepares you to run your own publicity campaign through press releases that get noticed by the media, all on a small budget. You know your company best. You are the most qualified person to run an effective campaign.

If you can spend about 2 hours every couple of weeks writing and distributing a press release, over time this can develop into some pretty terrific exposure for your business, and the best part, it's ABSOLUTELY FREE.

Press Release Essentials Study Guide

What is a Press Release?

A press release is a **newsworthy story about your business that you submit to various media** - newspapers, radio, television, magazines, etc. If they are interested in your story, they may just interview you or run your press release in their publication.

A formal press release follows a specific format and is sent to solicit interest in your business.

In whatever format you send your press release, it is important to remember that a press release is not an advertisement about your business. It is a **newsworthy story** that the media might just be interested in picking up.

Be newsworthy

Unfortunately there are many people, who are not PR professionals, now littering the media desks with frivolous and un-newsworthy news releases. This chaff is immediately round-filed by editors and their assistants because it either is clearly unrelated to their audience, or is incorrectly formatted as an “advertorial,” or is simply not news. Reasons for this increase are directly related to the popularity of email dissemination over fax, and the advent of press release submission services that don't always monitor the worthiness and relevance of the releases they send.

To be considered “newsworthy,” you need a properly formatted release that includes an engaging headline and announces something new. It's supposed to be news, not an advertisement, and must be worded that way.

If the content of your release is boring, outdated or sounds like an advertisement, your release will be rejected. It could also be rejected for other reasons, depending on what other news is happening that day.



But if it is rejected because the editor thinks it is trivial - and has no news in it at all - **WATCH OUT!** It doesn't take long for a news person to throw away - without even reading the headline - news from companies that send out what they think are ‘worthless’ news releases.

Why Should You Use Publicity & Press Releases to Promote Your Business?

- ▶ **The great thing about a press release campaign is that it is AFFORDABLE to the small business entrepreneur.** Getting attention in the press puts small and big business on an even playing field.
- ▶ **You really can't buy exposure like this.** People are naturally "suspicious" of ads, but will take a story presented by the media as an "endorsement" of your business. You can get front page billing or be featured on a talk show for 10 minutes. Could you imagine how much it would cost to pay for an ad in spots like that? Most major newspapers don't even let you buy ad spots on the front page. And if you want a 30 second commercial on TV, you'll pay hundreds, if not thousands, of dollars.
- ▶ **You can create brand loyalty.** If people hear about you in the paper frequently or they hear you on their favorite radio program, you can become a household name for your product or service. Even if they don't use your product, you are in the back of their mind when someone else is looking for a product just like yours.
- ▶ **Steady Stream of Website Traffic.** When you submit a press release to various online newswires, they can spread like wildfire. They are picked up by other websites - and very frequently Google News & About.com. We'll show you where to place your release for potential inclusion on these sites.
- ▶ **You can explore lucrative niche marketing by reaching different markets.** Of course, you have a target market for your business already, but imagine this. Let's say you run an errand business and your clients range from the elderly who have problems with mobility to rich people who just want to pay someone to do stuff for them. Well, you can very easily target publications read by these groups with very different press releases.

When you write a release to a magazine for people over 65, you might focus on how you provide a community service and perhaps do an informative story of one of your clients. If you're writing a press release

Press Release Essentials Study Guide

for an upscale style magazine, you can write about your expertise in knowledge in haute couture. There is no limit to who you can be with press releases.

- ▶ **Affiliate Marketing - Don't Just Promote Your Own Products in Your Releases.** Any online business owner needs to understand the power of multiple streams of income. You can pursue this even with your press releases. There is no reason why you have to promote your own products in your press releases. You can promote the products of others and get a commission doing it.

Look at what's going on in the news. What problems are there in the world that an affiliate product could sell? You can write a press release on the problem and present the product as a solution.

What This Guide Will Cover

- ▶ How to create a great hook that meets your marketing objective
- ▶ The technical details of press releases - everything you need to start an affordable press release campaign
- ▶ How to create and build your own media list.
- ▶ Using your website to leverage more media exposure
- ▶ Creative ways to get publicity
- ▶ How to handle the interview
- ▶ Customizable Press Release Templates
- ▶ Sample Press Releases
- ▶ Clickable resources to start building your media list now

Press Release Essentials Study Guide

Before We Get Started - You NEED a Website

If you run your business from your home, you don't have a storefront that is visible to the public. Your website serves as your storefront and it's much more affordable than any brick and mortar store.

For your press release campaign, you will need your website for:

- ▶ **A media room section** - You will provide your press releases, press kits for download and other information for the media.
- ▶ **24/7 access to your business for the media and potential customers** - With a website, your business is available for browsing and information searching at ANY time on ANY day.
- ▶ **Special landing pages to funnel the media into your website** - You may send a release on a specific topic and want to send traffic to your business to learn more about that topic. With a website, you can make special pages to send traffic to with that precise information.

Remember the niche marketing we were talking about? If you want to send the over 65 magazine to your website, you will present them with information that will appeal to retirees. If you are sending releases to the "upper class", you can have a whole different section of your website to present to them.

Most importantly, reporters and editors don't always want to pick up the phone to call you. A website gives them the opportunity to get to know your business thoroughly before contacting you. Your website is also available 24/7 for reporters who are working on a late night deadline. You can get publicity while you sleep!

If you don't have a website, you'll need to deal with that first before seeking any publicity. Check out patryshapublicity.com/websitebasics for more.

When to Send Out a Press Release

You need a good hook for your press release to get attention. Remember to show benefits to the media's audience: why would they be interested in this? Shift the focus away from you and self-promotion. Your audience is most important. Here are some ideas to get your creative juices flowing:

The launch of your business or website - What is unique about your business? What problem does it solve for people? What are the benefits to your visitors or customers?

Adding new services & products - Again, make it newsworthy. Make sure to focus on the benefits and why your target audience would be interested in the new services and products. It's all about benefits. Will it take 10 years off their appearance? Will it save them 10 hours every week? Will it increase their income by 2%?

Be the expert - This can't be stressed enough. Even if you don't think you are an expert, take some time to think about it and you'll see that you are. If you are a web designer, be the web usability expert. If you operate an errand service, be the expert in personal service. If you can find that expert angle and build a relationship with the media, you'll have the media calling on you for your expert opinion on related stories.

Celebrities or public figures who are doing something with you - Are you interviewing a famous author? Has a celebrity endorsed your product? You can seek out these opportunities and when you do, tell the media all about it.

They don't have to be huge names. Just local celebrities or people who will be known by your target market will do.

Events - Announce your special events, like public speaking engagements, open houses, seminars, fairs you are arranging, etc. Create quality events just to get publicity. Be unique, set yourself apart from other events and make sure your contributing to the community.

Contests - Write a press release about your contest while it's running. Then send a release announcing the winners once the contest is over. Check legalities in your area.

Press Release Essentials Study Guide

Fundraisers & donations - If you are running a fundraiser or making a considerable donation (ex. 5% of your sales for the month of September), write a press release about it.

It will bring attention to your business and help you run an even more successful fundraiser. Make sure your story encourages others to help you make those contributions - offer your customers an incentive, have a theme, give a little gift.

For example, if you are supporting breast cancer charities, give out a little pink candle with a pink ribbon for every purchase over a certain amount.

Free stuff - Do you have a great freebie on your website? Everybody loves free stuff. Whip up a press release announcing your freebie.

Community service - Do you offer training or apprenticeships to students or unemployed individuals? Does your business sponsor a local sports team? A press release is a great way to let people know about your community service.

Major awards & accomplishments - If you've been given a prestigious award, write a press release about it. Just keep in mind that a press release is not your opportunity to brag about yourself. You still need to focus on how that award shows you can help others.

Conduct surveys or statistical analyses - Survey a sector of the population on a topic of interest and report your findings in a press release. For example, if you are an aromatherapist, conduct a survey to see how many people believe scents affect moods.

Create a special day - Create a “National Day” for something related to your business. If you’re a hot dog vendor, make a National Hot Dog Appreciation Day and celebrate with hot dog specials.

Offer a free booklet or report - Information is very valuable. If you can create a free report on a relevant topic, people will come running. If you are a parenting expert, you could create a booklet on dealing with difficult toddlers, for example. Don’t forget to include some good promotion of your business in that very informative book.

With your website, you can do this in digital format - like a .pdf file, an audio mp3 or even a video - but make sure your target market is tech-savvy. Or

Press Release Essentials Study Guide

better yet, offer a digital format and a hard copy format so that people can make their choice.

Digital is perfect for people who want their information NOW and know how to download off the Internet. Mailed information is for non-technical people or ones who prefer to have the information right in their own hands.

Open up your phone lines for support on your hot topic - This will take more financial resources and/or time than the booklet, but allows you a more personal approach to delivering the information.

You could also schedule a teleconference. You can do that for free (for up to 150 people) at <http://freeconferencepro.com>.

If you want more bells and whistles, including showing PowerPoint presentations, webcasts (very popular), having chat rooms and more - you'll have a variety of options to choose from depending on your needs and budget. For an in-depth review of webinar options you'll want to check out the special report on the Patrysha Publicity website.

Tie in your story with a TV show or popular movie - With today's crazy TV reality shows, there are endless possibilities. If you're a couple's therapist, write a story on the effects of programs like *The Bachelor*. If you sell camping gear, tie in a fun promotion with *Survivor*.

Tie in your story with a current news story - Offer your commentary on stories related to your industry. Be creative and choose tie-ins that serve the marketplace. For example, if there's a heat wave and you sell purified water, choose a date and offer free samples for a few hours. Chiropractors can take advantage of the first snow of the season by having a tips release on back friendly tips for shoveling snow ready to go.

Find a problem and solve it - If your product or service solves a problem, write a story about the problem and offer your expert advice on its solution (part of which will be your product!).

Tie into holidays - Holidays are a great time to get a little extra publicity. Throw a Halloween party for kids so they have a safe environment to enjoy the festivities. Run a food drive for needy families at Christmastime.

Press Release Essentials Study Guide

Give out awards - Sure, it's great to tell people about when you get award, but why not turn things around and offer awards to people in your community? These could be certificates, bursaries or even scholarships.

Press Release Essentials Study Guide

Proper Press Release Format

Your press release should follow a specific format and include a few key components. This guide includes a few sample releases and a few templates in .doc format for you to easily create your release.

Why a press release and not a flyer or something else? Well, it's because press releases are written in a similar way that a news story is written. It's familiar to journalists. And according to the survey Shannon Cherry conducted with more than 800 reporters in all types of media outlets, they expect a press release if you want your news to be covered.

Reporters and editors receive many releases each and every day; the average journalist gets 300 a day! That's why you only have a few seconds to grab their attention, so write a succinct and interesting story. The headline and first paragraph are often your only chance to get attention before your press release ends up in the shredder.



And Never Forget! This story is for your readers (the editor/reporter and ultimately, their audience) ~ tell them why it would interest them. You are not important.

It's all about the famous WIIFM (What's In It For Me!). Don't make it about you at all.

Press Release Essentials Study Guide

Here's what your press release should include:

▶ **Date Instructions**

"For Immediate Release";
"For Release Before [date]" or
"For Release After [date]"

Use one of the latter two if your press release is of a time sensitive nature. For example, if you are holding a public speaking event, you will want to use the "For Release Before [date]" and make sure you input the final date for registrations. If you are using the "For Release Before [date]" ensure you are sensitive to media deadlines. Send your release out well in advance.

Holding a release for a specific date is called an embargo in the news business. They used to be quite common. However, with the onslaught of 24/7 news programming on television and websites, many journalists will not honor an embargo. Be sure if you use it, you know you can trust the reporters you are sending it to.

▶ **Headline**

Use an attention-grabbing headline. There's a fine line between a promotional headline and a headline that gets attention, but don't be too mundane and factual in your headline. That's boring. Here are a few headline ideas:

A Headline for a Nutritionist:

76% of People Surveyed Eat at Fast Food Restaurants More Than 3 Times Per Week, Contributing to a Growing Obesity Program in Canada

A Headline for a Night Club:

Single Richmond Residents are Invited to Find Their Soul Mate at Valentine's Day Dating Game Fundraiser

A Headline for a Florist:

Local Residents to Be Awarded in an Upcoming Rose-Growing Challenge

▶ **Summary/Subhead**

Press Release Essentials Study Guide

This is optional, but always a good approach. Before you get into the body of the release, write a sentence or two to summarize your press release. Make it interesting, you want the recipient to keep reading. Also, include the area to which this release is relevant.

▶ **Content**

This is the meat of your press release. Again, write a benefits-oriented story. Think of the target audience as you are writing. Your target audience is partly the editor or reporter who will be reading the release. Ultimately, however, your target audience is that editor or reporter's readers or audience. You need to write a story that will be of interest to them.

The first paragraph, called the lede (sounds like LEED), should answer all the important questions - Who, What, Where, When, Why & How? You only have a few seconds to keep an editor's or reporter's interest. Here's your chance.

Follow the way your local newspaper writes it's own ledes for hard news stories and you'll be doing just fine.

The next paragraph is often a good place to put a quote. A quote is the ONLY place where you can put subjective (opinioned) text in.

▶ **Signify the End of Your Press Release**

The end of your press release is shown by a few simple characters. Place ### at the end of your release.

▶ **Contact Information**

This is one of the biggest mistakes I see in press release writing! Many people advise you to put your contact details on the top of the press release. A BAD IDEA.

Press Release Essentials Study Guide



Remember when I told you earlier to make sure the press release isn't about you? **Don't forget:** it's about WIIFM. Well, by putting your contact details at the top of a press release, you've essentially made yourself, not your news, the priority.

Include as much information as possible here. Make it easy for the media to contact you. Include your phone number, address, company name, fax number, email and URL. Include the hours you are available at the listed phone number and add an after hours phone number, if applicable.



The more contact details (including after business hours information) the better your chances of getting a reporter to call you. At one point, I use an inexpensive 800 number which automatically rang through on my computer. I simply set up some rules, and it even knew when to switch over to an after hours phone number (in my case, my cell phone). Plus it took voice mail messages and emailed the recorded voice mail. So I was never away from my connection to reporters.

Press Release Essentials Study Guide

Another Kind of Press Release to Consider: Tips-Style Releases

Have you ever seen an article in a newspaper or magazine that has a list of suggestions to accomplish something? That most likely was generated from a tips-style press release.

A tip style release is a simple list of tips that tell people how to do something—usually how to solve a particular problem. Editors LOVE these releases because they make great filler. It's also a great way for you to showcase your expertise.

A tips-style release is pretty easy to construct. First come up with 4-5 tips about your subject of expertise framed in a way to provide a useful benefit to readers. Then, at the top add a snazzy headline and a paragraph that explains the reason for the tips. In that paragraph, you'll want to allude to your credibility on the subject.



No sense reinventing the wheel here...if you've ever written tip-style articles for distribution in ezines, article marketing websites, or social media outlets you can simply convert those into press releases and send those out!

Other Important Formatting Tips

- ▶ Keep your release to about 1 page
- ▶ Avoid the hype. Don't use big words and adjectives. Stick to the facts in plain English, ma'am.
- ▶ Focus on benefits: What problems do you solve for your customers or website visitors?
- ▶ Use bold headlines to get attention.
- ▶ Break up your paragraphs for easy reading.
- ▶ Tweak your release when sending to different media outlets. If you are sending it to the local paper, your content may be slightly different than if you are sending it to a trade journal.

Press Release Essentials Study Guide


- ▶ If you are sending your release by mail, use 8 1/2" x 11" letterhead. Use only one side of the paper. If your release is more than one page long, write "more" at the bottom.
- ▶ If you are sending your release by email, never send an attachment. Copy and paste your release into the body of the email.
- ▶ Back up your claims with facts and statistics. Often the media will publish your press release without interviewing you or making substantial changes. They may not even have time to check your facts, so if they are dubious, then they may just toss out your release.
- ▶ **DO NOT SEND SAMPLES.** Many people not in the PR business advocate sending samples to journalists. Don't. They are a waste of time and money on your end. If a reporter wants a sample, he or she will ask. Otherwise your sample may be 'regifted' and never used for its intended purpose.

However you decide to send your release, you need to stand out from the crowd. You need to create a press release that would interest the editor and his target audience.

How Your Website Comes into Your Marketing Plan

Ensure that your website is welcoming to the media and include a section of your website just for your media information and press releases. Include a history of your company, contact information, your press releases, and media coverage. This page should be easily accessible from every page on your website.

Make a Media-Friendly Media Page

- ▶ Make the media area of your website easily identifiable. Name it something like 'Media Room.'
 - ▶ Include a complete media kit that's downloadable in one package and as separate pages. Your media kit should include:
 - Company background information
 - Your biography
 - Facts about the topic your company engages in
 - Press releases
 - Evergreen stories (story ideas that can be used anytime)
 - Additional contact details
 - ▶ Ensure your online releases have hyperlinks to all the relevant areas of your website.
 - ▶ Offer printable versions of your press releases. You can make them PDF files (read with Adobe Acrobat Reader), but remember that the media may want to run your press release in their publication as is so you need to have a way for them to have a format they can copy and paste. In those cases a rich text file (.rtf) may be the best solution. This file type is universal and anyone can open it no matter what type of word processing program they have.
-  Offer instructions on how to get a press release kit and include information about its contents. You can always have the printable portions available for download and printing.

Press Release Essentials Study Guide

Create and Build a Media List

You need to build a media list and it will likely take some time to get a really good list going. If you've just begun building your media list, start locally and small. And start online so you can build traffic to your website.

Local and/or small media are most likely to be interested in your story and it's the perfect way to hone your press release writing skills. Besides, a lot of the larger media outlets scan the smaller outlets to find stories to pick up.

Try newspapers, trade journals, topic specific magazines, websites, radio shows, television show ~ whoever would be interested in your topic.



Always remember to get specific contact information for your press release when possible. A release addressed to a particular person will receive a lot more attention than a general release sent to the media outlet.

Familiarize yourself with the editor or reporter's work. Find out the method she prefers to receive press releases. Don't automatically send them by email - some will prefer mail or fax. Find out their deadlines.

If you are sending your release by email, never send an attachment. Copy and paste your release into the body of the email. Never send a bulk email. Address emails individually.

How to Build Your Distribution List:

1. For your local media, check the publication or their website for information on how to submit a release. Find out the precise editor or reporter you should be addressing your release to. You may have to pick up your phone to get this information or hire an assistant to do the calling and information gathering for you.
2. Do a search on your favorite search engine for websites in your industry that might just be interested in running your story.
3. Here are a few websites to help you build your list:
 - ▶ **NewsLink.org** <http://newslink.org> - directory for a number of countries
 - ▶ **ABYZ News Links** <http://www.abyznewslinks.com/> - directory for a number of countries

Press Release Essentials Study Guide

- ▶ **Yahoo! News and Media** http://dir.yahoo.com/news_and_Media/ - a directory of news organizations that includes online media

4. When I really want to make a splash and get the media's attention for a client, I use PR NewsWire to get it directly in the inboxes of targeted journalists, without the hassle of having to look everything up.



PR Newswire has some awesome resources free for small business owners. Be sure to access their [Small Business Toolkit](#)

5. Submit your site to a few free online newswires and news websites. There are less now than their used to be, but there are still a couple of free ones. You must plan your press releases well in advance to take advantage of most of the free ones though.

- ▶ **Free-Press-Release.com** <http://free-press-release.com> - free press release distribution center.
- ▶ **PressMethod.com** <http://pressmethod.com> - free press release distribution center.
- ▶ **PRFree.com** <http://prfree.com> - free press release distribution



Remember that although some of these sites say they have journalists using them, according to the 800 reporters Shannon Cherry polled (and the many I've personally talked to over the years - they rarely, if ever, use these services. However, they are fantastic to increase your backlinks for increased search engine rankings.

Press Release Essentials Study Guide

What to Do When a Reporter Calls

So, you sent in your press release and guess what? A reporter calls and she wants to run your story. Be enthusiastic, but stay calm...you'll get through this. Hopefully, you are already prepared for this call with the following:

- ▶ A list of points you would like to cover in an interview.
- ▶ Documentation with supporting information - for your reference and to send to the reporter if she requests it.

Here are a few tips on what to do and ask when the reporter calls:

Grab a pen and paper and write down the important details, including:

- ▶ reporter's name and phone number
 - ▶ what media outlet they are from
 - ▶ time, date, & location of interview
1. Find out what angle the reporter wants to take on the story. Make certain that this angle will be favorable for your business.
 2. Ensure that you are the most appropriate person to answer the phone calls on behalf of your business.
 3. If the reporter wants to interview you over the phone immediately, buy yourself some time to prepare. Ask if you can call back shortly. Gather your thoughts and documentation and call back promptly.

How to Handle the Interview

Congratulations! Don't forget to breathe... everything will be fine. Just remember a few key points and you'll do great:

1. Take a moment to think about your answers - especially if the interview will be edited or put into print. And remember, what seems like an eternity-long silence to you, is likely only a couple of seconds.
2. Speak in plain English. Don't use technical jargon and explain any industry-specific terms you do use.

Press Release Essentials Study Guide

3. Speak in a friendly, yet convincing manner. Hide those nerves and be sure of yourself. After all, you're being interviewed because you are the expert.
4. Back up your claims with facts and give examples.
5. If you don't understand a question, ask for clarification.
6. If you don't know the answer to a question, you can say, "I don't know offhand, but I can certainly find out that information."
7. Don't speak "off the record". You can never be certain that it won't end up in the interview.

Tips for Television Interviews

1. Don't dress up too much if you are trying to represent yourself in a specific industry. For example, if you provide a cleaning service, would you really be seen in a suit? Be natural.
2. Wear solid colored clothing. Patterns can be quite distracting on television.
3. Look at the reporter, not the camera.

If You Have to Send More Information after the Interview

1. Find out the preferred method: fax, mail, email, etc.
2. Ask the reporter's deadline and ensure the information gets there in time.

After the Interview

Announce your coverage on your website and make an announcement to your newsletter subscribers. If possible, link to the story. But don't just copy the story and put it on your website. That could lead to copyright infringement.



Always keep the contact information of the reporter or whoever ran your story. Be sure to thank him or her after your story runs. A handwritten card is best.

And don't forget to contact him or her personally when you have a new story they may be interested in.

Press Release Essentials Study Guide

Press release template

Your letterhead

for immediate release

Headline (No more than 8 words)

CITY, STATE – DATE - The opening paragraph, or lead, should be brief but it should also contain the main details. But don't talk about your business; talk about what's newsworthy. Standard format is double spaced, but it can be single spaced, too. Make sure the most important facts are included in the paragraph.

“The second paragraph is a good place to put a quote,” says Patrysha Korchinski, president of Marketing Witchcraft (www.marketingwitchcraft.com) and a veteran publicist. “A quote is the only place where you can put subjective information such as writing press releases can be fun. Remember to keep the release fact-based and the quote opinion based.”

The third (and, if needed, fourth) paragraph highlights additional details about the topic such as costs, benefits, etc. Keep this fact based. Sentences should be brief.

The next paragraph is called the boilerplate. It's usually no more than a few sentences and includes details about you and your business. For example: Korchinski is the owner of Marketing Witchcraft, where as a speaker and marketing consultant she helps small business owners and entrepreneurs launch and tweak their communications. Korchinski is accredited in public relations and has been a work at home professional for over 17 years.

For more information on XXX (whatever the topic is) visit www.yourwebsite.com or contact Name of Contact at contact phone number.

(This marks the end)

contact:

Your Name

Your title, Your Company Name

Email address

Phone number

Press Release Essentials Study Guide

Press release samples

Note: These are actual releases that generated media coverage. The first one is one I wrote for a client fairly recently. The second one is a tips-style release used by Shannon Cherry.

FOR IMMEDIATE RELEASE

Seeking Backyard Scientists and Enviro-warriors World Leaders in Aquaponics To Deliver Local Workshop

November 7, 2013 – Edmonton, AB – Urban friendly food production is one focus of the upcoming aquaponics workshop coming to the University of Alberta next week. Featuring internationally recognized experts in the field of aquaponics, the public presentation put together by Noa Fisheries will address personal systems for backyards and classrooms and commercial level operations and feature access to research facilities normally not open to the public. Featured speakers include Dr. Nick Savidov (Alberta Agriculture and Rural Development), Dr. James Tidwell (Kentucky State University) and Charlie Shultz (Lethbridge College) and will feature a rare guided tour of the aquaponics research facility at Crop Diversification Centre North.

“Our aim in bringing together these mentors and leaders in aquaponics is to provide practical knowledge and solutions for those who would like to raise both fish and plants simultaneously in a symbiotic system,” says Jason Oziel, Director of Ontario based Noa Fisheries. In aquaponics, the fish fertilize the water, the plants absorb the nutrients and thereby clean and filter the water for the fish, creating practical and sustainable agriculture. “By the end of the workshop, participants will have all the information required to design and maintain a system of any size.”

As a hobby, aquaponics is a combination of gardening and raising fresh fish. As a commercial venture, it can provide a ready source of organic fish and produce that are hormone and pesticide free. An aquaponics system may have as few as 10 fish and plants in a backyard operation, and up to several thousand in a commercial operation.

“We now supply the first hormone free all male commercial tilapia fry and fingerlings available, to Canada through a recent international partnership,” says Oziel, “but we’ve been supplying hobby and small commercial operations for some time now.”

For more information on this workshop or the topic of aquaponics in Edmonton, request our media package at noafisheries.ca/media-inquiries or to arrange an interview please contact 1- 416 -546-6623

-30-

Local Business Owner Celebrates “Entrepreneurs’ Do-It-Yourself Marketing Month”

Albany, NY –*June 10, 2008* – With more than 24.7 million small businesses in the United States and almost 600,000 new businesses started each year, many businesses need a way to rise above the noise and be heard. And according to Shannon Cherry, entrepreneur and public relations professional, the best way to do that is by marketing.

Observed in June, “Entrepreneurs’ Do-It-Yourself Marketing Month” calls attention the millions of small business owners who do their own marketing everyday to help their organizations succeed.

“If you want to have your small business stand out in a crowd, you need to use marketing,” explains Cherry. “Many entrepreneurs starting out cannot afford the often high price tag of a marketing firm. But they can learn some of the skills to help promote their businesses and do it themselves.”

Cherry is the owner of Be Heard Solutions (www.beheardsolutions.com), an Albany, NY-based strategic communications firm that works with small businesses and nonprofits all over the country to develop results-oriented DIY marketing and public relations programs. A former TV and newspaper journalist, Cherry has aggressively designed and developed dozens of innovative public relations strategies through various press conferences, trade shows, and news releases. She is also the co-author of two books, and has spoken on public relations and marketing issues and strategies worldwide.

To help small businesses owners, Cherry offers the following tactics that can be done by entrepreneurs.

1. Write articles: Articles don’t have to be long; they just need to be informative. Writing articles gives you instant credibility, too. Submitting online, as well as offline, provides another good chance to get your name in print at no cost. Be sure to put your contact information in a contact resource box at the end of the article.

2. Use your business cards: Think of your business card as a small billboard and start handing them out everywhere. Include them in all your correspondence – even in your bills!

3. Public speaking: Speaking in front of an audience usually makes you an expert. People like to buy from experts. If they’re in your audience, then they’ll remember your expertise and come to you when they need your product or service. Speaking is free, and it’s just like making a sales call to many people at one time.

4. Free reports: Offering a free report online is a good way to get an e-mail from prospects so you may market to them later. This is the whole basis of permission-based marketing, or opt-in lists. You can do the same thing offline.

Press Release Essentials Study Guide

5. Build strategic alliances: Introduce yourself to other businesspeople who don't compete with you but sell products or services to the same target audience. Offer to promote them if they promote you. Make sure they're people you like and trust.

Cherry offers additional tactics every week in her ezine, Be Heard! Entrepreneurs can subscribe by going to <http://www.beheardsolutions.com>.

For more information, contact Cherry at 800.257.0633 or email contact@beheardsolutions.com

###