

Using Online Articles & Press Releases to Become Recognized as a Leading Expert

Janet Switzer



Introduction

Whether you own a local store or a global empire, the media can be a powerful marketing tool. It can drive prospective clients to call you. It can compel people to visit your store. It can help you successfully launch new products. And it can help you become the ‘go-to’ expert in your industry, attracting qualified candidates for your certification or licensing program.

The truth is that trade journals, industry magazines, small weekly newspapers, major daily newspapers, newsletters, websites, and all kinds of other publications and periodicals constantly need quality, informative content—and they are always interested in what’s out there. Your media and publicity system is designed to meet this interest and help you, your company, your product or your service become part of the news.

Determining What’s Newsworthy About Your Business

Many business owners assume they have nothing worth talking about in the media. *We really don’t have anything to say in a press release, they say. We’re just a dress shop. Who would want to know about us?*

But even a small local business can make publicity and media work for them. If you own a pizzeria, for example, can you give an opinion about genetically-modified organisms (GMOs) now finding their way into even simple foods like pizzas, then convey that your pizzas are better because they’re made with organically grown meats, non-BGH cheese, locally grown organic vegetables and unbleached flour?

If you’re a solo entrepreneur, a consultant, a web designer or other independent contractor working for other businesses out of your home, can you make yourself into a leading expert at some aspect of your industry? If you’re a graphic designer, for example, can you release information about how small businesses in a tough economy can get twice the professional look at half the price, by using new digital-press and print-on-demand technology?

And if you’re a manufacturer, can you talk about how businesses don’t need to go offshore with their manufacture of XYZ widgets, since you’ve perfected a unique process that not only turns out a better design than traditional widgets—but also cuts cost by up to 63%?

To help you develop your own ideas of what to talk about in the press and broadcast media, take a look at the list below. Can you talk about:

- New product releases
- Solutions to negative news stories
- Controversial/contrarian opinions in your field
- You (the owner) are an industry ‘go-to’ expert
- Recognition of you or your company by a publication, news outlet or national authority
- Launching a website
- Announcing free information available
- Sponsoring a workshop or seminar
- Introducing a unique strategy or approach
- You solve a common problem/pain/goal
- A unique story behind your product/service
- Ways in which you are a local hero
- Something you do differently from other businesses in your category
- Setting up a customer advisory group
- Announcing results of research or a survey
- Establishing a unique vendor agreement

- Meeting some kind of new challenge or rising above adversity or industry average
- Forming a new strategic partnership or alliance
- Grand opening, opening of a branch or satellite office plus other special events at your location
- Awards you or the business have received
- Awards your business has given out
- New equipment purchases or installation
- Newsletters now available to the public
- Starting a new business
- Introducing a new product
- Announcing a new partnership or merger
- Issuing a statement of position regarding a local, regional or national issue
- Announcing a public appearance on television, radio or in person or announcing a major new marketing effort has been covered in the press
- Making public statements on future trends or business conditions
- Obtaining a new, significant customer
- Expanding or renovating the business in some way, including remodeling your store
- Contests for employees
- Contests for your customers and prospects
- Announcing a restructuring of the business
- Receiving an appointment
- Announcing you've reached a milestone
- Celebrating a business anniversary
- Participating in a philanthropic event/effort
- Announcing you're available to speak on specific topics related to your industry
- Announcing that an individual in your business has been named to a leadership position in the community

You can also get tremendous benefit by riding along or providing a follow-up opinion to *other people's news stories*—particularly negative news—if you have a solution to the problem, disaster, upheaval, controversy, collapse or other phenomenon taking place. For example, whenever a major celebrity divorce is announced, dozens of relationship experts go on talk shows to give reasons why the marriage may have failed and what everyday couples can do to keep their relationship healthy. Whenever a major airline disaster occurs, the media actively seeks experts who can comment on specific aspects of the flight, the plane itself, the plane's technology, weather conditions, rescue efforts and so on. In fact, a publication called *The Yearbook of Experts*[®] lists all kinds of experts the media can call at a moment's notice to find people like you—with opinions and useful information that can educate viewers on the six o'clock news. Visit www.instantincome.com/yearbook to find out how you can be listed.

Finally, can you create a new industry, a new controversy or a new media issue—then be the first to talk about it? Pablo Picasso was a cubist, but he wasn't the first artist to pursue that new style of painting. He just made news out of it.

Take Time to Determine What You Can Talk About to the Media

To help you determine what *you* can talk about, complete the worksheet below. Schedule some quality thinking time for this. You'll want to create definitive notes about what's newsworthy in your business—before you start using the strategies in this *Section* to write press releases, get on the radio, be interviewed and ultimately establish a publicity and media system.

What's Newsworthy About Your Business?

Before developing a media and publicity effort in your business, determine what you can talk about. What's different about your business? What can you do better? Why are you an expert? How does your business help consumers or other businesses? What solutions do you provide?

Three points you must incorporate into every press release, interview or news story:

1. Your superior customer benefit (see *Section 1: Prospecting*) _____

2. The solutions you provide to common problems, challenges or ambitions of the reader or audience

3. Your free downloadable giveaway at your website's squeeze page _____

What negative news exists in your industry that you can solve or comment on?

What new controversy, new media issue, or new industry (or sub-industry) can you start in order to comment on it?

What can you talk about under each of the following media topics?

New product releases _____

Introducing a unique strategy or approach _____

Solutions to negative news stories _____

You solve a common problem/pain/goal _____

You are an industry 'go-to' expert in the following areas _____

A unique story behind your product/service _____

Controversial or contrarian opinions you hold in your field _____

Ways in which you are a local hero _____

Recognition of you or your company by a publication, news outlet or national authority _____

Something you do differently from other businesses in your category _____

Launching a website _____

Setting up a customer advisory group _____

Announcing free information available _____

Announcing results of research or a survey _____

Sponsoring a workshop or seminar _____

Establishing a unique vendor agreement _____

Meeting some kind of new challenge or rising above adversity or industry average _____

Making public statements on future trends or business conditions _____

Forming a new strategic partnership or alliance _____

Obtaining a new, significant customer _____

Grand opening, openings of a branch or satellite office, other special events at your location

Expanding or renovating the business in some way, including remodeling your store

Awards you or the business have received _____

Awards your business has given out _____

Contests for employees _____

Contests for your customers and prospects _____

New equipment purchases or installation _____

Announcing a restructuring of the business _____

Newsletters now available to the public _____

Receiving an appointment to an industry board, local civic group or other organization

Starting a new business _____

Announcing you've reached a milestone _____

Introducing a new product _____

Celebrating a business anniversary _____

Announcing a new partnership or merger _____

Participating in a philanthropic event or effort _____

Issuing a statement of position regarding a local, regional or national issue _____

Announcing you're available to speak on specific topics related to your industry _____

Announcing a public appearance on television, radio or in person or announcing a major new marketing effort has been covered in the press

Announcing that someone in your business has been named to a leadership position in the community

Using Press Releases to Gain Instant Traction in the Media Market

By far, the best press campaigns create instant action on the part of readers, whether that action is going to your website to buy something or calling for more information. But while editors are usually bombarded with “product release” articles, good interesting copy that delivers an unusual message, perspective or news to readers is not as plentiful.

The easiest way to get publication of an article that features your name, your expertise, your product offerings and your services is to tie your press release to a current trend, news story, tragedy, or other human interest “reality.”

Additionally, in order to write a press release that gets printed:

- Use a provocative headline that gets an editor to read the release.
- Put the benefit to the reader into the lead paragraph—even if it’s just controversy that makes them think.
- Quote reliable, expert sources—including yourself. Direct readers to additional information.

To start getting ideas for articles, take a look at the notes you made in the worksheet on the previous pages. What about your business is newsworthy? Or alternatively, what is going on in the news today that you can tie your business or expertise to?

How to Write a Press Release

Perhaps the biggest benefit of press releases is that they distribute your marketing message to the widest possible audience—building awareness for your product and generating revenue for your company.

Press releases—when printed by newspapers, covered by the six o’clock news and posted on websites—have been known to launch entire businesses, even when there’s no money to spend on marketing. And while you’ve probably seen lots of information on how to write a press release, there are a number of tricks to make them more compelling and to increase your chances of getting published.

Communicate Your Message to a Wide Audience... Even if You’re in a Small Niche Market

Media outlets look for news and stories that will appeal to the widest possible audience. The more your press release speaks to a wide variety of readers, viewers or listeners, the more likely you are to be published by media outlets.

Not only that, but once you are featured in the news, the more you’ll attract new media to your products or services. Journalists often look to the Internet or other periodicals to find quotes, information, news angles and experts to interview. You want them to find *you*.

The more you’re visible with published press releases, the more often you’ll be found, quoted and called for interviews.

Become Recognized by Driving Readers to Action... And Being Prepared to Sell Them Something

No matter what your product or service, your press release should be written so both the editor—and the ultimate reader or listener—wants to know more about the news you've covered. Include your contact information, additional newsworthy tips, photos and short quotes that might lead to an editor to interview you—or equally compel a reader to respond.

Before you write one word, though, *consider what you'll do when editors and the public do respond*. How will you field inquiries from editors or websites? What additional information will you have ready to email them? What will you sell the public when they respond? If you offer a free item, can you deliver it in downloadable form at your website thus avoiding cost and effort? These are all questions that must be answered before launching your campaign.

The Nine Elements of Every Successful Press Release

As you read below, take a look at the successful press release a few pages later (about the Instant Income book) to see how each element was incorporated into the release. Once you see how all of the components work together, you can begin to add your own flair to your releases. But no matter what, these nine elements must be included every time.

1. **“FOR IMMEDIATE RELEASE”:** If your news can be released immediately, type the words ‘FOR IMMEDIATE RELEASE’ in capital letters somewhere in the upper left-hand corner, just under your letterhead. If your announcement is time-specific and must wait a few days, type “FOR RELEASE ON [DATE].”
2. **Headline and Sub-Head:** Skip a line or two, then center your headline in bold typeface. Capitalize the first letter of each word in the title. You can also add a sub-head underneath. The headline, sub-head and first paragraph, by the way, are all “mission critical” to receiving media coverage. You have only about 15 seconds of “eyeball time” with an editor before they make the decision to cover you—or not.
3. **Dateline:** Write the city and state from which your press release is being issued—along with the day, month and year. Editors want to know where your news is coming from and the date it was released. Plus, many journalists around the world specialize in reporting news from certain geographic markets and thus hone in on press releases from certain areas.
4. **Lead Paragraph:** Get right to the point *in the very first paragraph* and grab the reader's attention. Answer the “5 W's”—who, what, why, when and where.
5. **Main Text or Body:** Use this section to more fully develop the message. Be sure to make it interesting, tell the story and tell readers why they should be interested. Is your product or service controversial, life-saving or destined to change the face of business in some way? Write about that. What are some other points of distinction or uniqueness?
6. **Recap:** Restate the main message of your release, including event information or product launch information.

7. **Company Boilerplate:** List one sentence about you and your company such as what the company does or solutions it provides—or write a one-sentence personal biographical statement if you are a consultant or a solo entrepreneur. Follow that sentence by another sentence that advertises your free giveaway available for immediate download at your website.
8. **Contact Information:** Skip a line or two after the Recap and list: Contact Name • Contact Title • Contact Company Name • Contact Phone Number • Contact Email address • Corporate web address. If you are broadcasting the information for release in weekend newspapers or on weekend news programs, be sure to add a contact phone number where you can be reached on the weekend. Note that some marketers prefer the contact information to be in the upper right hand corner of page one. This is also acceptable. If your release flows onto more than one page, put the contact name and a phone number on the bottom of each page, along with a page number, so if the media misplaces some of the pages they can still contact you.
9. **End or Next Page Information:** To end your press release, type the symbols: # # # in the center of the page after your last line of text. Or to indicate that another page follows, type the phrase -more- bracketed by hyphens.

Offline Press Release Distribution

Now that you've written a good press release, you'll want to send it to the media outlets themselves and follow-up to make sure they use it in their daily line-up of news stories.

Understand that the media is very protective of the stories they cover—and very careful about how they obtain information. That's because in the journalism field, a newspaper or televised news program is only as good as the newsworthiness of information they receive from outside sources. Every editor is overworked. They simply don't have the time to wade through the hundreds of press releases they get every day.

So how can YOU stand out and get your story covered? By reaching the right people with the right message.

Make Sure Your Press Release Reaches the Right People

The truth is that some 98% of all press releases NEVER GET READ—let alone used in the media—simply because the press release was not of interest to the reporter, journalist or producer who read it. In other words, the release was sent to the wrong person.

To determine who at your local paper covers the type of news or information you've featured in your press release, call the newspaper and ask for the reporter or editor who handles the business beat (or business section), the lifestyle beat, the entertainment beat, the metro beat, main news and so on.

Offline, there are two types of people who will read your material and decide if it will be used that day—reporters and editors. If you want to get covered in the news, develop a strong relationship with them.

Reporters—It's surprisingly easy to connect with local and regional reporters directly. Most media outlets list their reporters right on the company's website along with the kind of news they cover—or you can telephone the newspaper to ask who covers your type of business.

Editors—For newspapers, you'll almost always want to connect with the section editor—business, main news, entertainment, lifestyle—where your story would most likely be featured. With very small publications, you'll probably deal directly with the editor-in-chief or even the owner or publisher. Editors have the ultimate control over what goes in their section or paper. One simple way to locate virtually every reporter or editor/producer in the country is to contact Bacon's (www.bacons.com). They have contact information for more than one million media contacts in almost every city and town in the country.

To make sure your contact at the trade journal gets the press release you send, you can:

- Email it to their email address at the newsroom (not their personal address)
- Send it through the postal mail, including using overnight services like FedEx or DHL
- Deliver it in person (at a trade show, for example)

Never email your press release as an email attachment. If you do, most newsroom email services will bounce your email or drop off the attachment to prevent against viruses. Instead, put as much as you can of your headline in the subject line of the email (about 40-50 characters), then put the actual press release in the body copy of the email. Send your email only to your intended party responsible for writing stories about your topic—never spam other journalists by sending the same email to everyone in the newsroom.

Know the Media's Deadlines

For general press releases not tied to any breaking news story or current event, send your press release at any time. If you are featuring an event in your press release, send it at least 10 days ahead of your event (or even earlier if you wish to be added to the Calendar section of the newspaper). If you have urgent news, and the topic is newsworthy, you can usually move the press into action within a few hours—but don't badger the press relentlessly unless you truly do have "stop the presses" type information.

One way to make certain your news hits on the same day as a major new story (assuming that your press release is tied to the story) is to use Internet distribution resources to make sure your news is circulating at the same time the major story is. How do you know when a specific news story will break? Keep up with Google News, major news websites, and government press schedules (they alert the media to major announcements in advance).

The Media Doesn't "Owe" You Coverage

The media is not your marketing department. But you *can* encourage them to run your story by writing a press release that is so compelling—and that provides such important information for their readers—the media outlet wholeheartedly wants to use it.

Choose a newsworthy story and remember to put the consumer first when writing about it. Posture your business only as a helpful resource—not the key focus of the article. Then take the time to find the best person to contact at the media outlet with your story. You'll create a successful campaign—and garner the appreciation of countless journalists who will be more disposed to use your releases in future.

Internet Press Release Distribution

Because the Internet is now a wider distribution platform for news than mainstream newspapers and magazines, the Internet should be the focus of your press release distribution plan—if you have a regional, national or international business.

But while the Internet will get you broader, faster and just plain more distribution than a single local newspaper, there are some specific rules that will help your press release get placed on more websites and picked by more news outlets.

When you write a press release for a local paper, then email it or deliver it to them in person, you're at the mercy of the person who reads it—then decides whether it will be run as a news story or not. But on the Internet, you pay money to broadcast your press release—so your story is picked up and used immediately by bloggers, website owners, editors, reporters, and news services...even if no one *locally* likes your story. On the Internet, technology is definitely on your side.

The Many Ways Your Press Release Is Actually Distributed Online

On the Internet, news websites continuously crawl millions of other sites and media outlets—looking for articles based upon pre-determined search criteria each site has developed uniquely for their audience. They might be looking for business news, health news, political news, and so on. And they've pre-programmed their 'spider' software looking for specific topics, keywords and trends. They also "grade" the articles they find based upon popularity at that moment and popularity over time.

Yahoo and Google crawl, too. Because they are search engines, they recognize when an article starts getting picked up and added to other people's websites. Once your article starts getting linked by websites and media outlets, the search engines recognize it as something that's newsworthy—and they put it on their news page—potentially even on the home page of Yahoo News.

This continuous, automated, pre-programmed crawling phenomenon works so well that many sites—and especially blogs—continuously populate their own site with quality content without ever writing one word. They simply pre-set their search criteria to look for articles on their subject. In other words, some bloggers never write a blog—they let the software grab articles from all over the Internet and the software turns those into blog posts, complete with links to the original article or press release.

Because of this automation factor, you can rapidly appear on thousands of blogs—within minutes, in fact. And if you have a company boilerplate at the end of your press release that gives away a free downloadable item at your website, you could get massive opt-ins within the first 24 hours.

Where to Broadcast Your Press Release So It Will Be Found

Because press release distribution services are constantly changing on the Internet, I've listed only a few specific sites below. To get an idea of the available broadcast services out there, do a Google search for "free press release." However, a word of caution: Don't release *the same press*

release through dozens of free outlets. It will be tagged as SPAM and duplicate content by the search engines and spider software—and will most likely be disregarded.

Among the better *free* press release distribution services are: prlog.org and inewswire.com.

Paid services, on the other hand, get you wider distribution and usually provide some hand-holding which is really helpful your first few times producing and distributing a press release. By far the best in the *paid* category are: Business Wire, PR Newswire, PrimeZone, and Market Wire. Canadian businesses can also use Canada NewsWire for issuing press releases.

Additionally, prleap.com and prnewswire.com (both paid services) are accepted as quality outlets. Finally, prweb.com (paid) is simple to use and gets you onto Yahoo News immediately so you'll be picked up by other websites. PRWeb's \$200 price level also gets you SEO (search engine optimization) visibility on search engines.

How to Satisfy the Pre-Sets and Get Linked More Often

The search criteria pre-set by bloggers, journalists and news websites are looking for two specific things in the articles they choose: (1) a good headline, and (2) good content in the body of the press release. Writing a good headline is key. Think of it as “link bait.” Millions of websites are looking for articles to link to. Yours should be one of the them.

To create a good headline, use a hook such as: “5 Ways to Win in the Job Market” or “10 Mistakes to Avoid When Remodeling Your Home. Headlines like these indicate that the article contains useful information that isn't overtly selling a product or service. In other words, the article is probably newsworthy, without being one big infomercial for someone's company. “How-to” information works well. Plus, the body copy has to provide authoritative, useful content, too.

In addition, in order to be effective for Instant Income purposes, *online press releases* require two other elements that press releases *for your local newspaper* don't need:

- **Embedded keywords**—If you know the keywords your ideal prospect is using to search for businesses like yours on the Internet, you can embed those keywords right into your press release to boost the likelihood that your article will be found and used by bloggers, news sites and journalists in your field. If you don't know which keywords consumers are using to find you, check out Google's free Keyword Search Tool at:

<https://adwords.google.com/select/KeywordToolExternal>.

Drop in 2-3 test words and hit submit. It will show you how many people are searching for that term. If you see that millions of people are, *avoid using that term* since the odds of you placing high in the press release crawling game are nil. Why? Because you'll be competing against every other news outlet in existence who is using that same keyword to reach those millions. Not only that, but if your website doesn't rank very high yet for that keyword, Google and Yahoo will recognize yours as a site of no consequence.

Search terms used by just 5,000 to 10,000 people, on the other hand, are ideal. *Use those keywords instead* since bloggers' automated searches are almost always a part of that 5,000 to 10,000 count. You'll likely pop to the top of the crawling game because you've used the *exact keyword thousands of news outlets, bloggers and consumers are looking for*. Forget about the millions and instead build quality links from the exact niche news sites your ideal prospects are reading.

When you find a major keyword between 5,000 and 10,000, use that keyword in the headline, then repeat that major keyword 3-4 times in the body copy of press release—including at least once in the lead paragraph. The keyword *must be in both the headline and the body copy* since search engines will corroborate the headline and the body copy to make sure the article actually covers what is featured in the headline.

- **Hyperlinks**—Because your article will appear online, it's natural that it should have links to other information outside the article. The broadcast services know this and even facilitate placement of links within your article before it's distributed. A user interface at virtually every PR wire's upload site lets you set hyperlinks to key phrases within your articles—and even add your photo and other information. I recommend that you complete every field offered in order to boost the recognized quality of your press release. But be sure to place hyperlinks only to your own website or other *relevant* information. Before broadcasting, editors at the PR service will judge whether your links are relevant to the story.

Done right, the strategy of broadcasting online press releases works long-term for search marketing, too—outside of the value of that single press release. While your press release might be published in the exact newspaper or website you want, it will also appear permanently on countless *other* websites. Because you've featured a free giveaway in that article, each of these sites will have a link back to your site. These links help boost your rankings in the search results—every time one of your ideal prospects searches for your type of business.

Anatomy of a Successful Internet Press Release

Take a look at the press release below. It's a press release we distributed years ago about the challenges small business owners—specifically those working from home—face in the housing foreclosure crisis. For this group, the struggle with making mortgage payments not only threatens their family's home, but also the place where they conduct their business.

On the day this release went out, the White House announced a sweeping new stimulus plan to support lending to small businesses that was, like all political announcements, sure to generate a lot of interest. (The White House alerted the media three days ahead of the announcement.)

Because this press release was tied to a current news item, it was instantly picked up by hundreds of news outlets and put onto their websites as permanent content. In fact, within two hours of being released, this article ranked #1 on Yahoo's small business news page. My website got over 800 new opt-ins for the free lead magnet mentioned. And the phone was ringing with media inquiries.

The most important element of this press release was that it was based not only on newsworthiness, but also on keyword research—it included those words that small business people are searching for online.

Lack of Small Business Stimulus and Housing Crisis Threatens to Sink American Home-Based Business

With No Small Business Stimulus and the Self-Employed Facing Bigger Mortgage Payments or Foreclosure, New Book Called Instant Income Could Save Homes and Livelihoods.

Thousand Oaks, CA (PRWEB) March 17, 2009 -- For millions of home-based business owners, losing their home in the housing crisis means losing the place where they conduct business, too. Nearly 60% of all small businesses are operated from home, says the U.S. Small Business Administration. And since self-employed workers frequently bought homes using sub-prime, no-documentation, or stated-income loans, foreclosure is often the result when business goes bad or mortgage payments reset to unaffordable levels.

"Now," says small-business income expert Janet Switzer, "home-based business owners can simply make more money—versus defaulting on their loan or trying to sell or refinance under deteriorated market and lending conditions." Switzer's book *Instant Income*® with her instant income plan, offers the self-employed, small business owner and "occasional entrepreneur" strategies for "bringing in the cash in just hours, days or weeks using low-cost strategies that have worked for thousands of small businesses."

"Whether you have customers already, need to find more customers or just wish someone else would help you bring in the cash," says Switzer, "there are strategies you can use and most cost very little to implement. In fact, some take just a phone call. Getting endorsed by other businesses is one proven method if you have no customers of your own. When another business owner tells his customers that you have the perfect product or service to complement something they've already purchased, buyers could literally call your business within hours of being notified. Most such deals can be negotiated to pay the endorser a small percentage only when actual sales are made."

The income system in Switzer's book includes topics on negotiating tactics, a script for calling potential endorsers, and a checklist for marketing to the other business' customers. Switzer's "favorite" strategy for work-at-home consultants, a "teleseminar"—or large-group teleconference call, is also highlighted in her book where she includes her complete collection of marketing pieces used to fill teleseminars.

"The key to success with existing customers," says Switzer "is to communicate specific offers. Instead of saying, 'We have low prices,' businesses should offer a specific item or package at a specific price—then take time to explain the benefits consumers will enjoy from that product or service. This is why I included templates for communicating compelling offers in this latest book."

About Instant Income: The book, *Instant Income*®, details 35 strategies that help small businesses and self-employed people earn emergency cash from existing customers, through joint promotions with other local businesses, using highly responsive advertising techniques, in the sales department, via the Internet, and even by selling "overlooked" assets like obsolete inventory or valuable industry knowledge.

About the Author: Janet Switzer is a *New York Times* bestseller and the author of *Instant Income: Strategies That Bring In the Cash for Small Businesses, Innovative Employees and Occasional Entrepreneurs*. She offers a free guide, the *Instant Income 10-Day Turnaround Program*, detailing action steps for bringing in emergency cash in just 10 days.

In addition, Switzer has been the behind-the-scenes income strategist for celebrity entrepreneurs like *Chicken Soup for the Soul's* Jack Canfield and others for more than 20 years. But her favorite clients, she says, have always been "solo entrepreneurs"—those without employees, usually working out of their home and, according to Switzer, able to benefit immediately from even the smallest increase in revenue.

Contact: Dwain Jeworski
805.499.9400
<http://www.instantincome.com>
Blog: <http://www.instantincome.com/news>

###

Internet Press Release Planner

Major news story, event, trend or announcement you'll tie your article to

Can you tie your product or service to a current trend, news story, tragedy, or other human interest reality? Can you offer an opinion about a controversial topic in the news?

Ex., *White House Announcement of Small-Business Stimulus Plan*

Keywords to embed in article

Based on research of what your ideal prospect is looking for, list keywords those prospects would be searching.

Ex., *instant income plan, ...*

Free giveaway item to feature in company boilerplate

In order to make money from press releases, give away a free download at your website, then migrate those opt-ins to a sales letter for your entry-level product or service.

Ex., *Instant Income 10-Day Turnaround Program*

Live links to enable

Embed your online press release with links to your website, your free giveaway opt-in page, your blog and so on.

Words in press release

Ex., *Janet Switzer*

instant income plan

book Instant Income®

Hyperlink these words should link to

http://www.instantincome.com/news/about

http://www.instantincome.com

http://www.amazon.com/Instant-Income-Strategies...

Main Text or Body

Use this section to more fully develop the message. Be sure to make it interesting, tell the story and tell readers why they should be interested. Is your product or service controversial, life-saving or destined to change the face of business in some way? Write about that. What are some other points of distinction or uniqueness. Aim for at least 3-4 major points of information.

1. _____

2. _____

3. _____

4. _____

Recap

Restate the main message of your release, including event information or product launch information.

Company Boilerplate

List one sentence about you and your company such as what the company does or solutions it provides—or write a one-sentence personal biographical statement if you are a consultant or a solo entrepreneur. Follow that sentence by another sentence that advertises your free giveaway available for immediate download at your website.

Example: Janet Switzer is a *New York Times* bestseller and the author of *Instant Income: Strategies That Bring In the Cash for Small Businesses, Innovative Employees and Occasional Entrepreneurs*. She offers a free guide, the *Instant Income 10-Day Turnaround Program*, detailing day-by-day action steps for bringing in emergency cash in just 10 days. Visit www.instantincome.com.

Information about you or your company _____

Title of free giveaway _____

Short description of free giveaway _____

Exact web address where readers can opt-in to get free download

Contact Information

Contact name _____ Contact title _____

Contact company name _____

Contact phone number _____ Contact fax number _____

Contact email address _____

Corporate web address _____

Formatting Requirements from the Broadcast Outlet

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