

?Use Press Releases to Promote Your Business

Your business can receive public attention by using press releases. A press release is simply a document that gives media outlets information that they will announce to the public. Such information might include some facts about your business, an explanation of special offers or incentives you are currently featuring, or a description of some special event that your business will be holding soon.

Your business will gain lots of great public exposure when it is mentioned in a magazine, newspaper, or other media source that is readily available to the public. Links to online media stories or clippings from newspapers can be integrated into your press kit.

It would be especially advantageous to distribute a press release in conjunction with the scheduling of some special event, like your store's grand opening, a special deal being offered, or an exciting event taking place.

Writing a press release is simple; it always follows the same basic outline. Place the words "For Immediate Release" in the top left corner of the press release if it can be featured by the media at any time. "For Release After [insert date]" should fill the same spot if you want to time the press release with an event and thus require that the timing be specific. Afterwards, mention your contact information.

The body of the press release follows. This contains information that you want to make public. Keep press releases at two pages or less. If it does include a second page, make sure that the word "more" appears at the bottom of page one. The press release should end with three pound signs (###).

Since the information in the body of the press release is addressed to the public at large, it is best for it to be written in a crisp, concise manner. You should answer the most basic questions "Who? What? Where? When? Why? How?" Tell the public who you are, what it is you are promoting, where your event will be taking place, why it is being held, and how they can take advantage of it.

Once you are finished with your press release, you will want to submit it to the media. This can be to your local media outlets, such as newspapers, regional magazines, radio and television stations, or media outlets in geographic areas that you want publicity in. If you are promoting an event that will happen on a specific day, submit your press release early enough so that it has time to be received and facts can be checked, etc.

Do all you can to make your public exposure complete. That means taking advantage of Internet talk radio programs, newswire services, and other online media outlets.

About the Author

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