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# **How To Create Maximum Exposure With Press Releases**

Every time I release a new e-book I send out a press release to try and create immediate exposure, interest and traffic. Do you remember the story of the teenager who created the website 'Million Dollar Home Page' selling pixels for advertising space to pay for his college education? br /

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As far as I know, the only advertising he did was to send out a single press release which was picked up and published by a national newspaper. This started the ball rolling and he made just under a million dollars in a couple months selling this new type of advertising space. You can see the power of press releases.br /

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The other advantage is that as your 'URL' is included in each press release, you can instantly create hundreds of direct one way links which will give you a major boost in your search engines rankings as I'll explain in the next chapter.br /

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Writing a press release:br /

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Writing a good press release can be surprisingly difficult and if you plan to do it yourself, make sure you look at a selection of similar ones in the same category. You can pay someone to do it for you but it will cost around \$200 - \$300, so do your research and have a go yourself. br /

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Tips for writing a press release:br /

When writing your press release, it should be:br /

Concise: Editors receive hundreds of press releases a week and are more likely to read releases that are brief and to the point. br /

Well-written: A good way to ensure your press release ends up in the trash is: bad spelling, poor grammar and illogical claims. br /

Factual: Stick to logical claims and avoid statements of belief such as: were the best, the cheapest, etc. br /

Honest: Avoid padded quotes by you or your staff; even if they are experts; they come across as biased. br /

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Questions to consider before you write a press release:br /

1. Who is the targeted audience of your press release? br /

2. What do you want readers to gain from your press release? br /

3. What sort of information does your press release provide? br /

4. What is the support or justification for the information in your press release? br /

5. What is the tone of your press release? br /

6. What do you want to accomplish with your press release?br /

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Does the press releases opening statement answer the following:br /

Who ?br /

What ?br /

When ?br /

Where ?br /

Why ?br /

How ?br /

br /

A good example of a press release:br /

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Lulu.com Has the Pleasure to Announce the Publication of a First Time Author of a Childrens Book Entitled The Why of Starsbr /

Suzi, a seven-year-old girl with a strong imagination ponders the existence of stars. Her questions generate an appreciation of the relationships of herself, other people and the cosmos.br /

Lasqueti Isle, B.C. (PRWEB) September 23, 2006 -- A humorous and endearing story of a seven-year-old girls initial awakening of self-realization. Suzi, the protagonist, questions her parents and grandfather about why there should be stars. It is an important question for she lives in the prairies where the night sky is such an overpowering presence. Their answers only encourage Suzi to ponder the nature of stars with great concentration culminating to a beautiful conclusion. This book was self published thru Lulu, (www.lulu.com), the worlds fastest-growing provider of print-on-demand books.br /

The author, Rockie Brede, has done a reading of this story before an audience of a hundred plus people and it was well received. Mothers in their twenties and up to their seventies heartily approved of the story The Why of Stars.br /

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Here is a quote from the lips of the protagonist herself. But daddy you have told me what stars are. I want to know why we have stars. What is their purpose? Do people make money on them?br /

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This brilliant childrens story is available on [www.lulu.com](http://www.lulu.com), [www.amazon.ca](http://www.amazon.ca). It may be previewed at no charge.br /

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Accompanying the story are thirteen illustrations, one baring the cover of the book. The front cover is done in pencil crayon and the rest in aqua pencil. The illustrations are vibrant and pleasing to the eye.br /

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The author, Rockie Brede, is a single man, a recluse that lives on a boat and his closest neighbours are seagulls. He has realized significant artistic euphoric states. Ideally he would like to pursue his art full time and hopefully really short out his brains.br /

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Recommended companies:br /

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A good company to consider for your first press release is 'PR Web', the choice of many internet marketers. It will cost you between \$50 and \$200.br /

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There is also a FREE service which can be found at 'PR Leap'. The exposure isn't great but what I tend to do is to send out a press release with them each week about updates I've made to one of my websites. It always creates a couple of permanent back-links from quality websites. br /

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My advice is to try a press release once and see what the results are.br /

[a href=http://www.bestplaceonthenet.com](http://www.bestplaceonthenet.com) target=\_blankBest work from home program/a

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