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Suffix denoting
a professional
practitioner

ProfitMeister

M A X I M I Z I N G Y O U R M A R K E T I N G M O N E Y

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Put Press Power to Work

Write a News Release that Generates Visibility and Interest for your Firm

“You boil PR
down to
something
manageable
and actionable
for me.”

Karen Van Cleve

www.LiveWellCoaching.com

“There they are again!” Your biggest competitor just scored yet another article in the local paper. “What’s up with that?” you rant. “I have twice as much going on in a company that’s doubled in size in the past year. Why won’t the media talk with me?”

It’s unlikely the media sought out your competitor. In all probability, your competitor concentrates on pitching her news to specific publications. It happens all the time. The simple news release can successfully augment your marketing because press coverage - which has the appearance of being a third-party endorsement of what you and your business have to say - is worth more inch-for-inch than paid advertising.

This newsletter discusses press coverage as a result of the news release, (or press release), an essential publicity element you can easily create.

Look with a new eye

The internet has changed the publicity game. In a web-savvy world, customers and prospects begin their search for information on the web. News releases add fresh content, helping companies to be found. On your website, updated, quality content with inbound links, such as that within most news releases, increases search rank. Distributed news releases add find-a-bility. Given these benefits, gaining

press coverage may not be the top reason to produce a news release.

Formerly information in a news release was intended solely for journalists. Now in much broader applications, companies use releases to inform customers, important vendors and other audiences about happenings at the firm, making the release a valuable communications tool for partners as well as a strong marketing tactic.

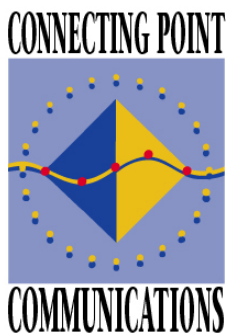
I’ve talked with dozens of business owners who worried they had no “story” to tell. After brief discussions, we’ve identified angles or opportunities. This is the ‘marketer’s eye’; it involves looking at your business from a different perspective.

What’s new or news-worthy at your firm? Special events, big anniversaries and new buildings may seem like natural choices. Less obvious news involves trends, case studies or industry data relating to your firm.

Gather information

If you’ve been tasked with completing a news release, begin by gathering the information. Answer the five Ws and an H (who, what, when, where, why and how) and your release may write itself. Gathering and planning information, step one, may take more time than presenting it.

As you assemble your release, think about these questions: What do you want to accomplish? Where will you use your news release? Think: “Why would readers care?”



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“Use news releases to communicate information to your customers, prospects and, of course, the media. Place them online for 24/7 availability.”



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and prepare your introduction with the “care” factor in mind. How does what you say differ from the competition? How can you present an interesting angle that will make people pay attention and help you gain share of mind?

Prepare the release

Your news release is a compilation of facts, not a hype-fest. As such, exclamation points are not appropriate. This is not a sales effort or an advertisement. Get to the point quickly and succinctly with as few words as possible. A quote from top level people in the organization may add credibility to your effort.

During the first draft of your release, concentrate on getting everything down. Then, as you re-write, flesh out the most pertinent facts and drive them home with active verbs and few non-subjective adjectives. The following outline suggests four paragraphs for your release.

You’ve already answered the all-important six questions (5 Ws and an H). Incorporate those answers into paragraph one.

In paragraph two, elaborate on the angle, highlighting your difference, expressing some key points that others haven’t expressed.

Your third paragraph could incorporate a quote from you or another top level person within your firm.

Finally, paragraph four is usually what is referred to as the “boilerplate.” It provides information about your company in a short emphatic paragraph that summarizes your business. It can offer information on clientele, your specialty or your website. This same description can be easily used in other material as well.

Distribute information

Your news release efforts should coincide with other marketing tactics for your firm, meaning they augment your marketing effort, not hinder it. Post or distribute news releases when making new product announcements, for example, so you can leverage information for the best impact.

One of the most important places for your information is on your own website. News releases represent the most significant game change in public relations today. As a result of information in your news releases, you can be found by prospects, by bloggers, and by traditional media as well. Statistics show that most reporters begin their search for information on the internet.

In addition to the internet, you may wish to target traditional media in your community. This is easily done by making a list of your targets: newspapers that reach your customers, magazines of interest to your audience, and radio or television shows positioned to appeal to your potential consumers.

Other options for your release involve hiring a publicist or using a news distribution service. We’ll talk more about those options in future newsletters.

Conclusion

Rather than resist technology, recognize the growing importance of the internet in your own publicity effort and use news releases to communicate information to your customers, prospects and, of course, the media.

Learn More

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