

Writing a Press Release

Writing a "Press Release" seems to scare most people to death. Many will not take the time to even think of writing their own Press Release.

This brief article will help clear up some of the mystery's surrounding this **simple, free, and effective** form of marketing.

A Press Release is a "news" item. It must "inform" people, not sell them something. The sales brochures you print sell your product. A Press Release informs others about your product. It informs the customer exactly how your product will benefit their lives. This must be conveyed in a "newsworthy" form. If you have a brochure about your product, you can turn it into a Press Release without much difficulty. A press release is just another marketing tool for presenting your product to the public.

You are reading this article because you want to learn something that will benefit you and your company. If money is the only driving force in your business - you will not go far. Your goals should be in pleasing customers. Provide them with a useful product and making sure they get their money's worth. The trick is to do all this while still making money. People don't care what mountains you had to climb just to find a secret formula. Instead - they want to know what the secret formula is and how it is of benefit to them.

The sell is slowly led into because the reader will naturally want your product if they feel it will be beneficial. A Press Release doesn't ask for money it only tells the reader what your product is and how to obtain it. A great test for a press release, since your final sales pitch is included in the last paragraph, is to read it aloud. Is it still worth being read without your sales pitch? If so, it's probably a good Press Release.

Press Releases come in many forms due to the product you are writing about. However, the basic rule of thumb still applies. If you've never written one before, find a trade magazine in your field and read some of the published Press Releases. Notice how each one is written and pattern yours after the same format. It may take a few of them before you get the picture.

When your Press Release is written to your satisfaction, the proper way to submit it to a publisher is: Be sure and type it on a typewriter or computer. Standard format is double-spaced and not longer than two 8.5 x 11 pages. Put your company name, your name, phone, address, and email address at the top of each page.

Write: "For Immediate Release." at the top. If you are only sending the press release to one publication - tell them it's a "first run." If you have pictures, include them. Some publishers will also request it on a 3.5 PC formatted floppy or CD. Your chances for it to be published are greater if there is less work to be done by the publisher.

To determine who to send it to, look inside the front cover of a trade journal in the market you are targeting and you will normally see the name of the Editor and an address. This is also true for most newspapers. You may also request them to write an article concerning your release. Be sure to track responses well. Successful ad campaigns that may follow will be more effective in markets that respond to your offerings.

Psssst!!



Have you heard any
Sales Success
Secrets?



Ask Possibles



Obtain Solutions to Difficult Sales Situations

Feature question:

Possibles,

What is the best way to sell add ons....I sell insurance and make more by adding riders to the policy.

Thanks,
Bobby

The answer is to do your homework up front. Prepare a complete presentation for your potential client including the riders, or for hardware sales people, include accessories. It is easier to delete an item from a sale to make a price point rather than add it.

Your customer has a limited attention span before they become fatigued. At the point of fatigue they start to feel you are not presenting items in their best interest even if you are. To take something out of a proposal or system sale you are making allows you to meet a pricing point and have the potential to make the additional sale later.

If the customer is marginal on your rider or accessory, offer it as a system discount that may not be available later at the same price or at all.

Good Selling,

Possibles

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