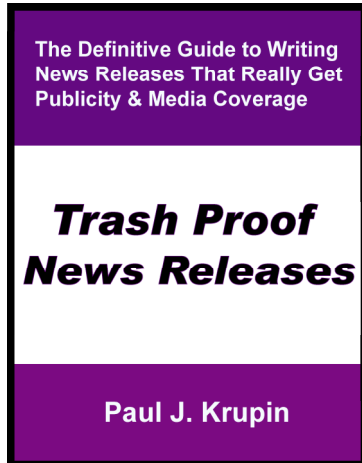


Are Press Releases an Effective Way to Market?

Interview with **Paul Krupin**, author of **Trash Proof News Releases**

509-582-5174 telephone



Bio: Paul J. Krupin.

Former US government scientist and once-upon-a-time lawyer (best kind), this author of numerous books (including the book *Trash Proof News Releases*) and inventor of a search engine technology, is also known as an alpha dog publicist (also best kind), who would much rather be fishing on the Columbia River, which is less than a mile from where he lives in Eastern Washington State. He's has hundreds and hundreds of clients who range from NY Times best sellers to first timers. Favorite Quote - You reach happiness and success when you help the people you can help the most and get rich at the same time.

Key Points to Begin/End On:

The new ebook edition of *Trash Proof News Releases* is available as a free ebook download at

www.SmashWords.com

You can reach Paul by visiting his web site www.DirectContactPR.com

Suggested Q&A's - Talking Points:

Are Press Releases an Effective Way to Market?

Yes, of course they are. But you have to do it right.

A news release is the key deliverable for those seeking publicity (much like a résumé is for job seekers, or a contract is for contract seekers).

If a news release works you can get an article in a newspaper, an interview on radio or TV and information about you will be placed in front of an audience of people who can take action based on what they learn about you.

With publicity comes increased interest, name recognition, calls from prospects, sales, and profits. Compared to advertising and direct marketing, publicity is very, very inexpensive to acquire.

The publicity you can generate with a news release can be phenomenally valuable. You can inform people and generate interest in your products and services, educate and entertain hundreds, thousands, even millions of people, drive traffic to a website or get people to attend an event and as a result acquire fame and recognition.

But if the news release fails to capture the attention of an editor or producer, your business, event, or idea may wind up in the trash along with it.

Lots of people don't even realize what a news release is and what it must do. They make mistakes – fatal errors which kill their chances of getting covered by the media they aim at, so they fail to achieve their goal.

I work with authors both published and self published day in day out. I send out news releases for people day after day and over half the day is spent responding to media requests from these news releases. I get 100 to 200 emails a day and almost half of it is from media requests.

News releases are the bread and butter of media. It's like resumes for job hunters. In fact, the chances of getting selected are about the same.

The first key is in learning that you aren't selling product. You are asking a fellow publisher to give you space in their publication.

That primary distinction separates most people immediately, since most news releases are poorly disguised advertisements. That's the primary reason why they fail.

So What Exactly Is A News Release?

So much confusion over this simple question. Here's my definition of a news release:

A written proposal:

- containing a request for media coverage***
- and/or an offer to provide media the content needed to achieve that end.***

A news release is either sent directly to media decision makers directly (e.g., by fax, email, street mail, etc.) or placed where they can find it and use it (as when it is posted to a news search engine using a news release distribution service).

A news release is not an advertisement. You do not pay for coverage and do not control what the media says. It is a document that persuades media to give you media coverage. Your degree of success is often based on how much of what you give them to do their job is actually used.

You must provide media with information that matches what they are accustomed to publishing (or producing). Usually this means the content must be news, education or entertainment, or opinion or commentary.

If you have a different objective, then perhaps you should not be thinking what you are writing or need to write is a news release at all.

It's OK to have a different objective. There are other types of marcom (marketing communications) you can choose to achieve a goal. It also means your target audience is not likely to be media people. You will need a different targeted list of people to match your objective.

But if publicity in media is what you want, you write a news release.

Why Is This So Hard To Do? What Makes This So Special?

You have to get inside the heads of media. You have to look at what they do in their jobs, how they make a living, where their income really comes from.

Media make their income from one of two sources.

1. Subscriptions

2. Advertising.

The bottom line is that they are writing and publishing to pay the bills and make a profit. They have a publication or a program, and the number of people who pay for their content is crucial to their survival.

Each media is a business. They survive and thrive themselves by way of subscriptions and advertising revenue. To get that, they have to publish or produce news, entertainment or educational materials that people are willing to pay for.

That's what matters to them. People pay to receive what they publish. The advertisers pay to be in front of the subscribers. Content is what matters.

News releases represent a major potential source for content that audiences will pay for.

But to get your material used you have to meet the media's needs.

So What Exactly Do Media People Look For When They Receive A News Release?

The three key questions the media asks when they receive a news release are:

1. How many people in my audience will be interested in this?
2. What's in it for my audience?
3. What is the cost, time and effort to create what I need?

The answers to these questions have to be:

1. a lot
2. a lot
3. very little.

If we don't give it to them they have their reporters, freelancers, and employees to produce this type of material or they select the material offered by other publicists and publicity seekers who do offer them this material.

The news release/press release designed to be ready for publication as an article does best because the editor or producer who receives it can say yes to the idea and to implement that decision takes very little effort.

The right content, in the right format, at the right time with costs reduced or even eliminated makes it easy for media to say yes.

That is what we try to give them. This is why you may hire a publicist to create if you can't do it yourself.

A news release or a press release is a special piece of writing – a unique type of proposal or a pitch: an offer to provide a publication or a show story content.

A news release is a request for media coverage in an editorial sense. This is distinctly different than an advertisement, which is where you pay the media to print what you give them and the content you provide clearly sells your product or services.

The news release persuades a publication owner to share your information with an audience who pays for carefully written and designed information. Thus to be persuasive with a publication editor or show producer you must give them material they are willing to utilize.

The content is different since the article is perceived to be written by an objective publisher and once published carries with it the credibility of the publisher. So it has perceived greater value to you and a heightened sense of value to the audience.

This is why it is so valuable to you.

So your news release must demonstrate that your ideas, advice, book, event, product, or business will:

1. Interest and possibly even expand the media outlet's target audience;
2. Provide unique added value;
3. Be easy to verify, trust, and work with.

A Trash Proof New Release communicates to the media: It says:

"Hello fellow publisher! I understand you're in business to satisfy your customers and sponsors, not me."

It's an important distinction to make, as editors and publishers weigh your news release against stacks of other similar requests. Ideally, you want the media executive to say or think,

“Wow! Finally someone who knows exactly who is in our audience, what they want, and they are even giving me what I need to do my job quickly and easily.”

The media will not give you free advertising. They only will publish something that fits within the spectrum of **news, education, or entertainment** that their audience wants and will pay for, and that their advertisers won't object to.

In addition to meeting these criteria, your news release must also create a vivid word picture of the finished product, describe ancillary media incentives, provide contact information, and identify exactly what you're asking the media to do (step by step).

So What Do You Need To Do To Write A News Release That Really Works & Truly Gets Media Attention?

Before you start, you'd better ask yourself some heart wrenching questions.

A news release can get you publicity, but are you ready for it? Is your book ready for publication? Is your product ready for sale? Is your practice ready for clients? You may not get a second chance from some media outlets if you don't meet their expectations, so before focusing on the release, focus first on the readiness of your product and your business. So you better be ready.

How do you know when you're ready?

Simple: when you hear the musical ring of the cash register. That's the best indication that you have a remarkable, publicity-worthy enterprise.

Here's the kind of purchasing magic you're looking for from customers:

1. They read an article in the newspaper or a magazine, and it motivates them to search high and low for the product mentioned.
2. They're driving down the highway in traffic faster than the posted speed limit. The announcer on the radio says something so intriguing or remarkable that they take their eyes off the road and stare at the radio, as if the call numbers will give them additional

insight. They might even wish that hitting a button on their radio would allow them to purchase the item!

3. In a bookstore, they look at the front cover of a book, then the back cover, then skim a few pages. Done deal! Without any further hesitation, they head straight to the cashier.

4. They hear about a product or a service from a friend, expert, trusted colleague or consultant, and they know in advance that this is what they need to have. Sight unseen, they buy it.

5. They're the kid in the supermarket aisle, holding a box of sugar cereal, with shiny eyes that say please, mom and dad, please!!!

To create this kind of magic (what I call the “clutching response” or “hoarding syndrome”), you have to test your ideas and products on real live people. You have to identify your end-users and the people who will buy the book for these users. Not just once or twice, but repeatedly and reliably.

Have your current customers explain what produced the magic for them. What did you do or say that convinced them to buy? Document exactly how successful business transactions occurred. Better yet, have someone else—a third party (either hidden or present)—provide an objective, step-by-step account. When did the customer nod her head, when did she look away, when did she laugh, when did she reach for her purse?

The more you're able to identify and document the successful communications ingredients, the more likely you can reproduce them or even improve upon them. It's important to know what about your communication process isn't working, too, so that you can change up the sequence, refine it, or start over.

In short: You make candy. If your recipe works, you make more of it. If it doesn't work, stop and rework the recipe till it does.

You know when people think it's like candy, because they go ummmmmmm! when they taste it and then look at you longingly for more.

That's when you know you're done.

The bottom line is that you build to sell. You create to sell. You design to sell. And you must redesign to sell, and redesign, redesign, and redesign until it sells, easily and continuously.

What's even more important is that even once you have created something good, you now have to tell people about it.

You create a conversation to give news, education, and to entertain. You refine what you tell so that it sounds like candy to people. And you must refine, refine, and refine what you tell so that people react to it like candy, easily, reliably and continuously.

This Sounds Hard. What Specifically Should Authors Do To Create This Galvanizing Candy – This Magic Script .

I think this is the crucial question. It's not that hard but you may need help figuring it out.

What's the very best galvanizing media message you can present that will produce the maximum ROI?

I believe that it's a three to five minute piece that galvanizes people with you doing what you absolutely do the best.

It usually happens when you are talking spontaneously in high energy mode with great enthusiasm without any prompting whatsoever.

Here's what I tell my authors to do.

Imagine being in front of 20 to 30 of the very best people you think would be most interested in you and what you do.

Describe these people so that you have a picture of who they are and what they look like.

Now identify the absolute most interesting topic, challenge, or problem situation you can think of, that will interest the maximum number of people just like them.

NOW give me your ten best tips, problem solving actions, ideas, jokes, or lessons learned for this audience.

Can you give these people your ten commandments?

Can you knock their socks off so that half of them come flying out of their chairs with their pocketbooks or wallets open? (BTW that's a 50 percent response).

I want you to pretend you have three to five minutes to give a these people eight to maybe ten absolutely phenomenal show stoppers.

That means for ten items, you have less than 20 seconds or less for each one, plus a one minute intro and a one minute ending.

This is what we put into your news release.

The goal is to create a vision for the media that clearly illustrates and allows them to see in their minds -- How you can help or entertain or educate the people you can help the most.

Focus less on ideas than on actions that people can take to deliver immediate or tangible real time or near term benefits, impacts, or predictable consequences. These show stoppers should be "Do This Today" types of actions.

This forms the core content to the news release/show proposal pitch.

These will also be publishable as an article with some caveats we can add to the beginning and ending of the core content to turn it into a proper news release offering. It will also become the core script for a Q & A style interview, so they serve many purposes.

You can do five do's and five don'ts or whatever. I just want you to be your wittiest and most galvanizing self. You can be humorous and/or serious, just be good and make them memorable. Keep them G Rated.

This is how you'll get the most effective publicity you've ever experienced.

What's more is that once you create and prove this little script and once you really get it down and prove to yourself that it's repeatable, you can use it again and again everywhere you go.

You get to use your magical script in all sorts of ways.

In Your Book Trash Proof News Releases, You Identify A Magic Formula (DPAA+H). Can You Talk More About This?

America is known as the land of opportunity. In fact, right now there are about 300 million people and as a result of the media and the nature of our educational systems and technology we are for the most part universally trained to read, watch and listen to media quite naturally as a part of our daily lives. You could even say that we are homogenously programmed to respond to media the same way as well. We laugh at the same jokes, cry at the same sad stories, and react strongly to the same shocking facts and situations.

The media has learned how to push our buttons. They do it day in day out. This is how they survive and thrive.

And if you want to be featured in the media, you have to learn how to do it as well. This is the opportunity which I call 'the miracle of the microcosm' because you can learn how to turn people on anywhere. You can be in the smallest town in the middle of nowhere. All you have to do is learn what to say to get even one other person truly galvanized – interested enough to take the action you want them to take. Then you practice it again so you get the same response out of more people, small groups, and then larger groups.

Once you develop a sequence of communications that produces a known action reliably and repeatedly, you can roll it out again and again to produce the same action response again and again wherever you go. You can use all the available communications technologies at your disposal as a force multiplier to repeat the message so that you reach more people with the same proven action causing message.

But first you have to develop that magic message.

If you're having trouble selling, it could be because your communication is not giving your audience what they want most: a remarkable, emotional experience. Yes, they want physical satisfaction, but what people really crave is intense emotional satisfaction. They want information, education, or entertainment that allows them to experience dramatic personal gain, pain, suffering, or pleasure. They want to feel what others are feeling. They want transcendence.

Media are experts at creating this feeling. Editors and producers are always looking for useful, educational, entertaining and inspirational content that evokes remarkable, emotional experiences. This is how they make a living. This is what drives them. Daily. It's a heavy demand, but it doesn't make them desperate. It makes them experts at detecting content that will engage their audience members emotionally vs. content that lulls them to sleep.

These experts want publishable material that will generate enthusiastic thank-you letters for the information and insights and repeat subscriptions or increased sponsorship. This is what you need to provide.

Thankfully, there is a magic formula:

DPAA+H or “Dramatic Personal Achievement in the face of Adversity, plus a little Humor”

Take a look at the front page of *USA Today*, Olympics coverage on network TV, stories on the evening news, an episode of *King of Queens*, or an ad for Coke. You’ll see DPAA+H in action. It’s what the American public craves, again and again and again, because it triggers strong emotions.

As a culture, we don’t want to feel lukewarm emotions. We want to see the human spirit triumph in matters of the heart, through hardship and even tragedy. We ask to be transported from daily drudgery into the powerful personal exhilaration and extreme emotional states of those living life on the edge. It fills us with hope and intention.

It also gets us to open up our wallets and pocketbooks.

As you watch and listen to the media, all forms (soap operas, shock jocks, reality TV, *Cosmo*), ask, “Who is achieving, over what, and what did they do to make me smile or laugh?”

Humor usually stems from an awareness of one’s own vulnerability or weaknesses. It makes high achievers relate-ably imperfect. It makes their achievements seem more possible for the rest of us.

Now look at your products or services, your news releases, advertising, and promotions. Look at how you and your people communicate with prospects and customers. Are you engaging them emotionally? Does your organization’s story seep into your communications? Does that story feature drama, achievement, adversity, and a little humor?

If it does and you present it well, you’ll not only increase the mental engagement of prospects and customers, you’ll get the attention of editors and producers, who will expand your audience even further.

Which Are Better For Authors To Aim At - Book Reviews Or Feature Stories & Why?

I'm not a fan of book reviews. Experience shows they really don't sell books. They are important primarily at the pre-publication stage for books selling to the book trade and to libraries in particular.

In today's climate where most books are sold at Amazon, Barnes and Noble and online booksellers and direct the easiest way to get publicity that drives interest that results in personal professional branding is to offer up problem solving tips articles coupled with true personal stories or commentary.

It's that head turning jaw dropping what's in it for me you have to focus on.

The best position and perspective to take is to decide that you will help the people you can help the most

Maybe you've learned to recognize DPAA+H (Dramatic Personal Achievement in the face of Adversity, plus a little Humor) on TV, radio, online, or in print, but you're not sure how it applies to you. What if you didn't experience a ton of Adversity in creating your product or service? What if you can't think of a Dramatic Personal Achievement off the top of your head? What if you're not good at making people laugh? Not to worry.

The media is less interested in your achievements than they are in your ability to help others—their audience members. So rather than think of your personal achievements or the adversity you faced, think of others. Ask: "WHO ARE THE PEOPLE I CAN HELP THE MOST?"

Once you've answered that key question, then ask, "HOW EXACTLY CAN I HELP THEM?"

Answering these questions will allow you to appeal to people at a deep personal level and create a lasting impression. Why? Because these people need your help! They also remember exactly where they get help. When they get really good help, they tend to trust the source of that help, and carry these feeling over towards anything and everything this person has available for sale. They trust it so much that they are much more willing to buy whatever that person has for sale.

There's a fine line between helping and selling, but it's an important distinction. Rather than seeing you as a peddler of products and services, the media and their audience members will see you as a truly helpful and giving person. You are there for them, not

vice versa. Helping others not only creates a feeling of goodwill, but also a sense of reciprocal obligation. If you help others, they will want to help you—by purchasing your products or services! This is the secret of personal and professional branding.

So let's focus on what it means to help others. In order to provide help, there first must be a problem. Write down problems your customers are having in as much detail as possible. Next, establish why these customers aren't able to help themselves. Then describe the steps your customers must take to alleviate these problems OR how your product or service will do it for them.

How do you know when you achieve success with a news release?

Most people are fully satisfied with the publicity results only when the “reach, persuade and move-to-desired-action” process produces sufficient visible actions on the part of those people you wish to influence. However, it may take several weeks or even months for this to occur.

There are five key measurement points you should use to determine your level of satisfaction with the effectiveness of your publicity efforts.

1. The first point is when you transmit the release. Do you feel like the costs of performing the publicity outreach are reasonable? Do you feel like the service has been responsive to your needs?
2. The second point is immediately after the release is distributed and you can identify the number and quality of the media responses to your news release.
3. The third point is when articles are actually published or when your interviews have been conducted.
4. The fourth point is when you determine whether enough of the right people respond to your message.
5. The fifth and final point is sometime later still, when you are finally able to somehow determine the overall benefits of your outreach effort and experience. It is only now you can truly ask “Was it worth it?”

At each of these points you should ask yourself: “What is really happening here?” Real data should be collected objectively and evaluated without prejudice. The actual numbers of tangible events can be tallied. The actual costs can be surmised. Only then can you ask yourself “How do you feel and why?”

It is crucial that you recognize the importance of measuring the value of publicity in clear financial terms at each step in this process. However, you must realize that this will not be easy to do.

On one time publicity efforts, you might be able to break even financially on step four within a few weeks of sending out a news release, especially if the release goes to newspapers, radio and TV. But with magazines and trade publications that require longer lead times, it may take seven to ten months to reach steps 4 and 5.

You may also need to continue to maintain your publicity outreach, say on a month-by-month basis. If you do not break even on a news release, what should you do? Stop or continue? Do you use the same publicity materials and media list or change them?

The answers depend on your specific goals, and your specific finances. Some publicity goals are financial and some are not. You may have the resources and commitment to go for a long distance. You may not.

You might not want money as your goal. You may simply be seeking publicity. You may simply want to get the word out for the purpose of informing and educating the public to a serious and important issue. You may need a specific type and quantity of media coverage to achieve this goal.

But if you are in business, you are far more likely to be solely interested in enhancing the bottom line. You are seeking to use publicity as a means to achieving sales. To you publicity is an essential part of your marketing plan and you very simply seek a positive return on investment.

If that is the case, every dollar counts and you must document and tabulate your sales and expenses.

Let's assume you make \$5 for every book you sell and that a single one-time publicity effort costs \$500. In this scenario, you need to sell 100 books to cover your expenses. If an article or interview results in ten book purchases that means you need ten media hits to break even. The media's circulation or viewership naturally impacts these figures, and so does the media-response rate.

A 0.5 to 1.0 percent response rate may sound low, but it's fairly typical for this industry (and direct marketing, incidentally). So, to get ten media hits, your news release would need to reach roughly 1,000-2,000 media outlets. Did it?

To the best of your ability, evaluate your results without prejudice.

What if you speak at \$100 an hour? You break even if you get five sales.

What if your prospects pay you \$2,000 for a consulting project? Even one closed sale brings you a profit.

The only truly hard figure you can identify is the cost of the publicity.

If you have multiple streams of income, you get to identify multiple benefits from your efforts.

Weigh this against the benefits—both tangible (media hits, response rate, articles, interviews, sales) and intangible (sense of whether your brand recognition or reputation has increased positively or you have generated good will).

Remember, too, that publicity can introduce you to new people and ideas, which can lead to critical business intelligence, future collaborations, new initiatives, and better organizational alignment. Publicity may improve your operational effectiveness simply because you are receiving more outside scrutiny. Your people may pull together and form a more professional, more efficient and effective team as a direct result of the pride they are experiencing in having received such wide-open visibility and public recognition.

Let all this information guide your decision about whether to continue your publicity outreach, revise your materials or media list, or invest more of your money in advertising.

When making these cost/benefit calculations, bear in mind that response rates generally increase the more familiar the media is with you, your organization, and your products and services. Sales increase more, too, as you spend more. After a while, sales increase without spending much more at all. That's because publicity begets publicity, and once you start people talking in a nation of 300 million people, well, word gets around. It doesn't mean you'll be on *Oprah* any time soon, but then again, you might!

Does the Type of Book Matter? (Fiction & Non-Fiction)

The type of book you have doesn't matter to the media.

I'll say it again.

The type of book you have doesn't matter to the media.

I do a lot of work with fiction authors. I do a lot of work with non-fiction authors. I do a lot of work with ebook producers.

The media does not care what type of book you have written.

I used to distinguish how I wrote news releases for fiction compared to non-fiction, but over the years I've found that when it comes to getting publicity, it really doesn't matter what the book is. I am also not very enthused about book reviews. I favor galvanizing feature stories and interviews. Book reviews don't sell books. Feature stories sell books.

Book reviews tend to be most helpful to those who seek library and book store sales. For people who are working beyond the bookstore and library, and for those who sell direct, just rely on Amazon or online sales and web sites, or are pushing for quantity and special sales, problem solving tips articles, feature stories and in depth topical interviews produce far better return on investment. This is where you'll find the greatest gains for authors and publishers.

That's because, from a publicity point of view, the media actually don't care a lot about what the product is. They are only interested in publishing three things: news, education and entertainment. They honestly couldn't care less about whether you wrote a book or have one available for sale. To most media that fact that you wrote a book is just a credential to you being a person who's qualified to give a newsworthy comment.

Sure if they like the book, if it has real added value to a lot of people in their particular audience, then media *may* choose to write about the book. But for the most part, they aren't real inclined to help you sell product. Their view is that if you want them to promote your product so you can sell books, then take out an ad.

What the media really wants to publish and what they respond to best is galvanizing quality content that is interesting to lots of people in their particular audience and that has real added value to them. This is what they need to satisfy their audience and keep the subscription and advertising revenues flowing.

So all the rules about Trash Proof News Releases apply here. There are no special rules for fiction books if you want to get media coverage. Even a fiction book makes you an expert of a sort, who can offer helpful insights and information on topics germane and relevant to the book.

What that means is that we focus on using problem solving tips articles, human interest, delving into issues that people want to know about.

What you have to resist and avoid is telling the media anything at all about your publishing struggles, marketing plans, publishing and promotional activities, and book sales. This will result in coverage that is all about you, but offers very little motivation to a reading or listening or watching audience to learn more about your products, and the knowledge, feelings, benefits and the personal experiences they can receive by getting what you offer. You need to focus what you offer on the media audience. That is your mission. That has to be your focus.

More important, you can't just describe it, and say, it's in the book. Your news release has to actually persuade media to call you and ask for the book to review, and to do that the release has to actually trigger some feelings, desire, want, and emotion. The news release has to do what your book does and achieve that emotional engagement in about 30 seconds. You have to deliver real value, a thrill, a pleasure, an emotion and a personal experience.

So once you have a trash proof news release, what do you do with it?

You send it to the right media.

This is what I call the miracle of the microcosm.

In America, we've got a country of 330 million media indoctrinated people, and once you learn how to galvanize them in your back yard, you can use technology to repeat the message and reproduce the response again and again.

The key exercise you need to do to identify the candy you need to place into a galvanizing trash proof news release.

Once you have that, you send your news release to a custom targeted media list of just the right media so you can make something wonderful happen for you.

When I published the original *Trash Proof News Releases* in 2001, the primary ways you could send a news release were:

1. street mail
2. fax
3. e-mail
4. in person
5. telephone

Internet based media platforms and personal communication devices have evolved considerably in the past seven years. In addition to those outlets listed above, we now have:

1. web pages
2. regular search engines

3. news search engines
4. specialized search engines
5. online libraries, directories, databases
6. newsletters and ezines
7. discussion groups and mailing lists
8. forums
9. audio and podcasts
10. video (You Tube)
11. chat rooms
12. blogs
13. social media (MySpace, Facebook, LinkedIn, Twitter, etc)
14. cell phones and PDA's

The technology continues to evolve, get smaller, and faster. The way we receive news continues to change.

But the message you create when you create and send a news release to persuade media to give you exposure is the crucial starting point.

What you write, say, or look like influences their decision and if they decide in your favor people get to read, watch or listen to some version of your message.

Send the right words to the right media – this is the key

Your news release gives you the crucial proposal that determines what media do.

What you place into a news release determines whether you get media coverage. If the message is deemed newsworthy, you can fly across the media and soar to majestic heights like an eagle in the wind.

If the message fails to incite media interest, then it sinks like a rock in a pond, never to see the light of day again.

The successful news release provides a story arc, anticipates questions (who, what, where, when, why, and how?), triggers an emotional connection, and leads the media who reads it to a decision to share you and your message with an audience of people.

In the face of the hundreds and even thousands of other people competing for media attention, this is no easy task.

Oftentimes, you're trying to capture all the most meaningful aspects of your life's efforts in one single phrase.

You must outshine all the other twinkling stars in the night.

The success of a news release resides primarily in the quality of the copywriting.

It must address the needs of the media outlet, its sponsors, and its audience. Whether it's a newspaper or a radio talk show host, or a blog or an ezine, the same issues and psychology apply.

The audience members can tell the difference between content and advertisement pretty easily, so your news release must be pitched perfectly if it's going to accomplish both your aims and the media's.

It must be concise, easy to understand, interesting, believable, value-laden, and actionable.

It would be great if you could create just one perfect news release and then shuttle it off to every dispersal outlet.

That's not the case. The content, format, and delivery mechanisms need to be customized, based upon the qualities and limitations of each media outlet, but first you must have a strong, compelling message.

And you must send it to the right media.

That's the base upon which all else is built.

Key Points to End On:

The new ebook edition of Trash Proof News Releases is available as a free ebook download at

www.SmashWords.com

You can reach Paul by visiting his web site
www.DirectContactPR.com