

How Anyone Can Get Free Publicity Just By Using Their Email

I did it and I'll show you how!



By:

Dianne Beiermann

How Anyone Can Get Free Publicity Just By Using Their E-mail

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Customer Testimonials

"Dianne:

Just to update you on results on applying techniques from your ebook...

I sent out press releases based on ideas mentioned in your book for my graduation season business (2nd website). Would you believe this? Most of the campus newspapers published my press releases word for word. No editing!

I stopped counting the number of campus newspaper websites that published my press release! Press release was one of the new strategies I implemented this year and I had the best graduation season ever!"

-Mr. Akoto

"Dianne,

Your press release ebook has been a great help to our business.

Since our non toxic fly trap is summer seasonal oriented, we sent out the press releases in late winter / early fall in order to give the editors time to schedule the publication dates. This is especially important for print magazines.

For years, we have been selling our traps to the US Department of Defense and Federal Government, but now your press release ebook has helped us grow in the private sector as well.

Not only did our retail business benefit from your press release instructions, but we picked up some new wholesale customers as well.

We made back the cost investment many times over. And will continue to use your press release ebook for future years as well.

Your press release ebook has helped our business grow.

We recommend it highly."

-Mosche

"We found this E-book to be very informative. A must read for all internet business owners!"

-Andres

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Customer Testimonials

"I read your e-book last night and it is quite impressive. This "How to" approach is what most web entrepreneurs need instead of theories. You have 5 stars in my book!!"

-- AJ

"This e-book is chock full of useful resources, personal examples and valuable media press releases. This information has saved me a considerable amount of time and money from costly trial and error mistakes. Despite my 22 years experience as a "traditional" marketing professional, I learned many new electronic publicity techniques...well worth the cost of the e-book!"

--Veronique

"Great book!!! Thank you for writing it."

--Laurie

If you would like to submit a testimonial for Dianne, please send it to:
productpressrelease@att.net Thank you!

Note: by submitting your testimonial you give productpressrelease.com permission to use all or part of it on our website or in our promotional materials.

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About The Author



Dianne Beiermann

Dianne is a results-driven internet marketer and online business owner.

Her consistent and diligent efforts in e-mailing the editors of automotive and men's magazines on a monthly basis has enabled her to get free publicity for her products in publications for the past two years.

Her efforts have resulted in over 10-times sales growth in less than nine months. She offers automotive accents for the home and office. In this e-book she will share with you, how to get free publicity for your own products and show you ways to drive targeted traffic and prospects to your website. She concentrates on print magazines and online magazines where she has the most experience in getting free publicity. All the information in this e-book is based on her own personal experiences.

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See my story featured in Secrets to Their Success December 2004 issue:

Where I share my story of how I have been able to grow my online business.



[Secrets To Their Success](http://www.secrets-to-their-success.com)

See my story featured in December 2004 issue!

Visit us online at <http://www.productpressrelease.com>

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Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody else's, in fact no guarantees are made that you will achieve any results from our ideas and techniques in our material. Results may vary, as with any business opportunity, you could make more or less. Success in any business is a result of hard work, time and a variety of other factors. No express or implied guarantees of income are made when purchasing our products.

Users of our products, services and website are advised to do their own due diligence when it comes to making business decisions all information, products, and services that have been provided should be independently verified by your own qualified professionals. You agree that our company is not responsible for the success or failure of your business decisions relating to any information presented by our company, or our company products or services.

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How Anyone Can Get Free Publicity Just By Using Their E-mail

Introduction

Congratulations! You are about to embark on a very unique course on how to get free publicity for your website and products.

In this course we will cover all the basics for getting your products in national print magazines and online magazines just by using your e-mail. All you will need to do, to contact the editors, is send them an e-mail press release.

In order for the release to get published, many people have the misconception that you have to send a press release via mail. I strongly disagree. I have been able to get an enormous amount of free publicity for my own site just by e-mailing the editors. The techniques are proven and I have tested them over the past year and a half with great results.

These methods can be very effective. Most importantly, these methods are free and can result in lots of traffic and orders for your site. I will show you step-by-step how you can get free publicity for your own products just by e-mailing the editors. I am very excited to be sharing these methods with you and I look forward to helping you get started.

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This is one of the main ways I have been able to drive paying, targeted customers to my main company.

I have found free publicity to be by far, the best and most effective way to market new or existing products. With other advertising methods, you could end up spending a lot of money and still have less-than profitable results. With this method, you could potentially gain hundreds to thousands of targeted customers who can't wait to buy your products!

Because of the free publicity I have received for my site, I have been able take a portion of the money from my sales and invest that into paying for ads in the print magazines and online magazines that pulled the best for me. This is the best marketing tool I have ever used and it's free!

Anyone can do this. It just takes persistence.

My first press release was in a major automotive magazine in April 2003. This one small write up resulted in several thousand dollars in sales within a five week period for the wood shifter pen.

To this day I still get customers who call me to order the wood shifter pen from this one free ad!

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How I got started

Back in Mid-March of 2003, I started on a quest to try and get free publicity for my new product, the wood shifter pen. When I first saw this item in my wholesale supplier's catalog I knew I had a winner. The majority of products that were offered by my wholesale supplier up until this point were garden décor and glass figurines. When I spotted this item in the February 2003 wholesale supply catalog, I knew I finally had something different and I knew it would do well.

The reason I knew this was that I had been working in my online business for a while by this time and I had seen the web become quickly saturated with garden and home décor type items. I knew that if I wanted to stand out I needed to come up with something new and unique that was not readily available at the time. Because of the wood shifter pen I was able to build a niche site of automotive accents for the home and office.

I knew I still had a dilemma because I needed to drive people to my site but I didn't want to spend money on advertising. I had heard about people who were able to grow their own businesses by using free publicity and I knew I just needed to educate myself on the subject. First, I went to the library, and started to read as much as I could on getting free publicity. Since getting publicity was new to me, I decided to go to the library to find out whatever I could on the subject.

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Luckily there was quite a bit of information on the subject, so I jumped right in. I spent a massive amount of time at the library reading books on free publicity before implementing what I had learned. Every single book I read talked about sending press releases via mail. I did not want to do it this way because of the expense. So, I decided to try and send the press releases via e-mail to see what would happen. I started to send out e-mail press releases on the wood shifter pen to every major car magazine I could contact.

Once I started to send out the press releases something truly amazing happened. About 3 weeks after I started to send out the e-mail press releases, I noticed an immediate and significant jump in traffic on my site. Then I started receiving email orders for the shifter pen and I also started to receive phone call after phone call from people who wanted to place orders for the wood shifter pen!

I was stunned. It turned out that one of the editors decided to run a small article and picture of my wood shifter pen along with my company name and toll-free phone number. I guess I thought the magazine editors would have contacted me to let me know my product was in their magazine.

But they can be very busy, sometimes they will notify you that they will be running a press release on your product and sometimes they don't. I found out that occasionally the only way you know your product is running in a magazine is when the phone calls and email orders start coming in from your customers!

(Usually when you send out a press release you can expect to hear from the magazine editor either by phone or e-mail because they will need to get a high resolution image of the product from you for their magazine.)

All of sudden my phone just started ringing off the hook, and in a little over a month and a half I sold several hundred of the wood shifter pens! I would have

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sold even more but I ran out of stock because of all the customers placing orders for the pen. That never happened before!

All it cost me was the time to send an e-mail with a jpeg picture of the product to the editor. That was it!

That was my first encounter with free publicity! To this day I am truly surprised at how quickly I got in the publication. It only took 3 weeks from the time I started e-mailing the editors. This of course will vary. There is no way to predict if and when an editor will run a press release for a product. I think the key thing to remember is to just get your press releases out there as soon as you can because it can happen that fast! The longer you wait on it, the longer it will take for you to start getting publicity for your products.

All I ever send out to the editors is e-mail press releases. I never mail in press releases. There will be occasions where a magazine will only accept a mailed in press release if this is the only option you may want to consider mailing your press release in.

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I usually just move on to the magazines that will accept the email press releases and skip the magazines that only accept mailed press releases. But that is up to you and you may want to consider sending in your press releases to those magazines by mail. . I have been able to get my products in several magazines over the course of a year and half using this email technique.

I have written this e-book to help you improve your chances for getting your own products in national print magazines and online magazines. I have gone through quite a bit of trial and error. I have learned so much in this last year and half on **what to do and what not to do**. With this e-book I hope to shorten your learning curve and help you get going quicker.

I have included sample e-mail press releases I have sent to various editors that have resulted in getting many of my products in magazines for **FREE**. You can use these press release samples for your own products. The methods I will be teaching you about are very easy to duplicate.

I have used this one style of press release over and over again with outstanding results and you could do the same. At the end of the book, I also have template samples of the press releases you can use to plug in your own product information. I will also show you where to find the magazine editor's contact information for free.

You really can get your products in national magazines and online magazines. How do I know? Because it has happened to me, it can positively happen for you too.

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If you can devote the time to reading this material you will have the tools you need to start getting as much free publicity as you want. One of the most important elements to this process is consistency. Consistency is the key to success. Even if you don't have a lot of time to devote to this, as long as you are consistent about what you do, you will do well.

I have found it to be very helpful to have an inspirational tape or CD playing in the stereo while sending out the press releases on the computer. I have found that listening to books on tape by inspirational mentors can help keep you motivated while going through the process of emailing the editors.

Always keep a positive attitude and a strong work ethic. Go into this knowing you're going to have to work hard to make it happen. Personally I never really thought of it as work because I loved what I am doing. If you love what you are doing it will be easier to devote the time necessary to getting started.

It can be a long and tedious process sending out the press releases in the beginning. But as you get going you will start to gain a rhythm and zip right through the process. Before you know it, you could be on your way to getting write ups in national magazines for free! The biggest obstacle can be just getting started. Don't wait! Get started today!

Below are some highly recommended books and tapes:

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Some of my favorite books and mentors that I wanted to share with you:

- Think and Grow Rich By: Napoleon Hill
<http://www.mpowers.com/books/thinkgrowrich.html>
- Rich Dad Poor Dad By: Robert Kiyosaki
[Rich Dad, Poor Dad](#)
- Transform By: Tony Robbins
[Transform your life in 7 days with Tony Robbins.](#)
- Tapes by: Jim Rohn
[Jim Rohn's One-Year Success Plan](#)
- Tapes by: Zig Ziglar **Available in most book stores**
- How To Get Rich in Mail Order By: Melvin Powers
<http://www.mpowers.com/books/getrichinmailorder.html>
- How To Write A Good Advertisement By: Victor Schwab
<http://www.mpowers.com/mailorderlibrary.html>
- The Market Planning Guide By: David Bangs **Available in most book stores**
- Marketing books by Seth Godin: He is a phenomenal author who explains the psychology behind marketing. **Available in most book stores**

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Also, remember you can get the audio versions of just about any book you are interested in. I utilize books on tape all the time. The first place I go is the audio books section at the library or bookstore. When I am working on my computer or driving my car I always have a motivational tape or CD playing.

This e-book is going to concentrate on:

- **Why the Editors Want Your Press Release**
- **How to contact the editors of national magazines**
- **How to construct the e-mail press release**
- **What to put in the subject line of the press release**
- **The importance of website focus**
- **Why you need to get permission from your product supplier before you send out your publicity release.**
- **Sending Press Releases: E-mail vs. Mail**
- **How often should you send press releases?**
- **Plus much more!**

Let's get started on this step-by-step course.

Chapter 1

Why the editors want your press release

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Why the editors want your press release

First of all we are going to cover the basics of why the editors want your press releases. I have been asked this question by many people who have a difficult time understanding why a magazine would give someone a free ad.

One of the main reasons why an editor wants your press release is simply because they are always looking for new and interesting products to introduce to their readers. By submitting your press release to the editors, you are now helping the editors by sending them relevant materials their customer base would be interested in reading about.

This is very important.

If you prove to be a reliable source of relevant information to a particular industry of magazines, you could potentially get into those same magazines multiple times for free.

In my case, I target men's magazines and automotive magazines both online and off. Before I started using this method, I had very little activity on my website. Once the editors started picking up my press releases I started to get lots of traffic and orders for my products.

I targeted the correct magazines for the products I carried on my site. As a result, I was able to attract targeted paying customers. In most cases, I have had my products in national automotive magazines and men's magazines at least a couple of times. All for free!

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The reason why I am able to get my products into the magazines is because the editors know that I will only send them relevant information that their readers would be interested in. This is extremely important because you don't want to just send out your product press releases to different magazines that are unrelated to your niche market.

For example I would not send out press releases to craft magazines since I sell automotive products. I would stick with the magazines related closely to my niche market which in my case would be automotive, motorcycle and Men's magazines.

So, let's say you are offering products that are related to babies and small children you would want to concentrate on sending out press releases to magazines closely related to your niche market such as baby magazines, parenting magazines, and Women's magazines.

Rule number #1: Stick with the industry of magazines that is best suited for your product niche. No matter how tempting it is to send out your press release to every editor of every magazine category, don't do it! Only send to the magazine editors that best fit your product niche.

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Another reason why editors accept press releases is based on the magazine wanting your advertising dollars.

When an editor runs a press release on your behalf, you get to see how well it performs in the publication. If it does well, you may decide to come back and pay for an ad in the magazine next time.

***** Please note: When you start sending out press releases you may start to get contacted by the advertising department of the magazines. They will try to get you to pay for an ad right away. Don't do it! Stick to your guns and hold out for the free publicity. It does not improve your chances of getting free publicity by paying for an ad in the magazine first.***

Doing a press release first, gives you the opportunity to see if there is a market for a particular product and if it makes sense to keep selling it.

It also gives you the benefit of seeing if the magazine is going to be a big puller for you, or if your product is just going to do poorly with that particular magazine. The only way to find this out is through running publicity releases. It is just too expensive to pay for ads in the magazines when you are in the testing stages of a new product. When you are just getting started in your business it is a good idea to keep your costs to the very minimum. Remember, you can always pay for ads later when you start making money with the free publicity write ups.

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You can take one product and put it in five different magazines and it may pull extremely well in three, but not the other two. That is why it is important to make sure you test all the possible magazines in your target market to see what kind of results you will get.

This will be important when you reach the next step in your marketing campaign, if you decide to pay for an ad in a print magazine or online magazine. Once you see which magazine(s) pull better for you, it will make the decision of choosing to advertise with a particular magazine much easier because you will get the chance to see which magazine(s) has the best opportunity of bringing in more orders and traffic for you, if you decide to advertise with them later.

Chapter 2

How to contact the editors of national magazines

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How to contact the editors of national magazines

In this chapter, we will be discussing how to contact the editors of the national magazines. I am going to walk you through the step-by-step process so you will have a better understanding.

The first thing you must do is decide which magazines you are going to target. For example, if your product would be best suited for a guy, then you will want to target men's magazines. If your product is a craft item it will best be suited for craft magazines or women's magazines.

If you are not sure who your target markets are this maybe a good time to work on your marketing plan. There are many good books and sources to help you with writing a marketing plan. By going to your local library you can find many books on this subject or you could see if your local community college offers courses on learning how to write a marketing plan or business plan.

Here are some links to sites that offer information on writing a marketing or business plan

<http://www.knowthis.com/general/marketplan.htm>

<http://www.bplan.com/>

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Once you establish the best target audience for your product then you will want to contact every editor related to that specific product niche.

First of all, there are many good places to go to get a listing of all the magazines that are currently available for free.

Here are some of the links I currently use for finding magazine editor's contact information.

http://dir.yahoo.com/News_and_Media/Magazines/

http://directory.google.com/Top/News/Magazines_and_E-zines/

<http://www.ecola.com/>

<http://newslink.org/>

<http://www.abyznewslinks.com/>

<http://www.thepaperboy.com./welcome.html>

You can also go to your local bookstore or library to copy down the editor's name and email addresses from the magazines. I do this from time to time when I am updating my editor contacts. I would suggest bringing a lap top computer or notebook with you to record all the relevant information.

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The information you will want to record is the following:

- The name of the magazine
- The name of the editor(s)
- The editor's email address (If available)
- The mailing address of the editorial offices of the magazine
- The section of the magazine that features news releases, most magazines has a section where they feature new products.

The names of these sections can be: "***What's new editor***", "***Editor's picks***", "***Hot buys***", etc...

How to spot a press release in a magazine

Usually the write ups (press release) in the magazine will include a color picture of the product, a brief description and some basic contact information, such as the website address and toll-free phone number.

You can also go to the library and pick up the standard rate and data directory which lists out the contact information of the editors for consumer and trade magazines. The editor contact information in the directory is updated yearly. Some libraries will carry the online directory as well as the print directory for Standard Rate and Data. This directory of editor contacts runs around \$700.00 a year if you were to purchase it your self.

I am now going to walk you through exactly what I do when I am trying to locate the editors of automotive magazines for my products. You can use these exact same methods for any product.

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First, I go to the directory link of magazines

http://dir.yahoo.com/News_and_Media/Magazines/

Next, I click on the automotive link which will list out all of the automotive magazines in that specific category. Once I reach this area, I proceed to click on the magazine link. For instance, Motor Trend Magazine is one of the first magazines in the automotive category.

I would click on it and then be sent directly to Motor Trend Magazine's website. The first thing I do once I am on their website is look for the "contact us" on the home page. It is usually located towards the bottom of the home page or in the index. Once I find it, I click on the "contact us" link and then proceed to find out how to contact the editor.

In this case, it goes to a feedback form where it asks to pick who you want to e-mail, such as Motor Trend editors, Motor Trend subscription inquiries, etc... Of course, I would click and highlight "Motor Trend editors" and proceed to put my product press release in the suggestion box.

I would include all of my contact information, and then click send. That's it! As you can see, once you have the e-mail press release constructed, all you will have to do is copy and paste it into the e-mail and click send.

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Usually when you go to the various magazine websites you will find a general e-mail for editors such as editor@magazine.com.

This is usually an e-mail that goes to the editor's general e-mailbox. This is perfectly fine to use. In some cases, the only option you may have is to send it via the feedback form on the magazine's website which is also fine. I have gotten my own products in magazines just by using the feedback form. If the editors feel your product is a good fit for their audience you'll get a call or e-mail from them. But don't be surprised if you don't hear anything from them, but still end up getting your product in anyways! This can happen from time to time.

Whenever possible take the extra steps of finding out who the editor is and e-mail them directly. This is especially important for the top magazines you want to get your products into. It is not necessary to send out individual e-mails for every single editor, only the top magazines. For the lower distribution magazines, you can send one e-mail press release to multiple editors using your BCC (blind carbon copy) we will discuss this in further detail in a later chapter.

Sometimes it can be helpful to contact the magazine by phone and ask them for the editor's e-mail address if it is not listed on the website or as previously stated, you may also want to contact the individual magazines and ask them to send you a media kit. This will consist of their magazine and advertising rates. They will gladly send you their magazine for free, in hopes that you will advertise with them later. Once you receive the magazine you can go through and get the editor's contact information.

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You will also want to note that the editors will change from time to time so you will want to make sure you check back to the magazine's site or print magazine regularly to update the names of the editors before sending out your email press releases.

What do you do when you go to a magazine website and find there's more than one editor to e-mail?

When there are several editors to choose from you will want to send the e-mail press release to all of them. You never know which editor will be more receptive to your press release. As a rule of thumb, I will send each editor listed the press release.

Also, you should look to see if there is a “**features editors**” when you see a features editor you should send your press release email to them. Whenever in doubt feel free to call the magazine directly and ask them who you should send your press release to. Many magazines will be very helpful in giving you this information, so don't be shy.

Timing the press release

How do you time your press release when you want to get it into a special holiday issue of a magazine? Most magazines have special holiday issue that you will want to try and get your press release listed in. These special issues for Father's day, Mother's day, holiday issue, and anniversary issues of a magazine (such as 25th anniversary issue) usually have wider distribution which means even more readers will have a chance to see your press release.

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A good rule of thumb is to contact the magazine and find out the closing date of the holiday issue or the closing date for the issue you are trying to get your press release in. You can also request a media kit which will list out the closing dates of each upcoming issue of a magazine. The closing date will be the last date you can add submissions for that specific issue. Once you know the closing date you can time your press release to be received before that exact date which will help increase your chances of getting your press release in those specific issues.

Chapter 3

How to construct the e-mail press release

How to construct the e-mail press release

In this chapter, we will be discussing how to construct an e-mail press release. We are going to start with the basics. Below is a sample e-mail press release. I have used it in many successful submissions to automotive and men's magazines. We will break down all the elements of the press release so you can apply them to your own e-mail press release.

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Sample Press Release:

To The Editors:

Our company has a new product that we are confident your readers will be very interested in. It is the original gear shift pen with memo pad. The gear shift pen with memo pad makes a perfect gift. Below is a press release regarding this new item, If you feel our information is newsworthy we would appreciate a write up. If you have any questions or need anything just call or e-mail us anytime. Have a great day.

FOR IMMEDIATE RELEASE:

Wood Gear Shift Pen with Memo Pad:

This is an attractive desk accessory for the automotive enthusiast.

Ball point pen with wood knob top sits in an elegant gear box. Polished wood base with chrome finish, all of the fine details to look like the real thing. Includes memo pad the perfect finishing touch to your desktop.

This gear shift pen in box with memo pad is an exact duplicate of our very popular original slick shift pen. Measures: 6.5" x 7 x 3.5". Now you get a bonus memo pad holder to go a long with your cool slick shift pen. Only \$29.95 for more information visit: <http://www.website.com> or call toll free at 1-800-999-9999. Our mailing address is PO Box 999, City, State, Zip Code.

Add picture here

If you have trouble viewing the picture just click on this link to view <http://www.linktopicture.com>

High resolution images are available upon request.

Sincerely,

Name

<http://www.website.com>

(800) 999-9999

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1) The first section we will dissect is the introduction:

To The Editors:

Our company has a new product that we are confident your readers will be very interested in. It is the original gear shift pen with memo pad. The gear shift pen with memo pad makes a perfect gift. Below is a press release regarding this new item, If you feel our information is newsworthy we would appreciate a write up. If you have any questions or need anything just call or e-mail us anytime. Have a great day.

In the first section as shown above you will want to introduce yourself to the editors in a short and quick manner.

The key sentence to include in your press release is (If you feel our information is newsworthy we would appreciate a write up.)

This sentence is important because you must ask for the write up to improve your chances of getting your product in the publication.

I know you might be thinking, "Well of course I will ask for the write up." You would be surprised by how many people that don't ask. If you are not specific regarding what you want them to do, they simply will not do anything.

You are welcome to use this model of press release for your own products. I have found it to be very effective in getting in the magazines consistently. You can easily replace my company with your own company and then you can substitute the product and description with your own.

How Anyone Can Get Free Publicity Just By Using Their E-mail

This e-mail press release works time after time as I have used it with all of my different products that have been featured in automotive and men's magazines both print and online.

2) In the second section, we will dissect the press release itself.

Once you have introduced yourself, now we will go into the product press release section. Always start with:

FOR IMMEDIATE RELEASE

This gives the editor permission to release the news items at their earliest convenience. Some folks who submit press releases will want to put a release date on it such as:

FOR RELEASE AUGUST 10TH, 2004.

I don't recommend this. The minute you put time restrictions on it, you reduce your chances of getting in the magazines significantly. Whenever possible always send out press releases:

FOR IMMEDIATE RELEASE.

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Next you will want to add the title of the product.

For example: Wood Gear Shift Pen with Memo Pad

3) Then, you will want to include a brief description of the product, including the dimensions of the item.

FOR IMMEDIATE RELEASE:

Title: Wood Slick Shift Pen with Memo Pad:

Description:

This is an attractive desk accessory for the automotive enthusiast.

Ball point pen with wood knob top sits in an elegant gear box. Polished wood base with chrome finish all of the fine details to look like the real thing. Includes memo pad the perfect finishing touch to your desktop. This slick shift pen in box with memo pad is an exact duplicate of our very popular original slick shift pen. Measures: 6.5" x 7 x 3.5". Now you get a bonus memo pad holder to go a long with your cool slick shift pen.

Usually your supplier will have a description with dimensions already available for you to use. If not, try to come up with a catchy little description of your product yourself.

Now you will want to include your contact information in the end of the release.

Contact information: for more information visit: <http://www.website.com> or call toll free at 1-800-999-9999. Our mailing address is PO Box 999, City, State Zip Code.

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Always include your website address, phone number (toll free if you have one), and mailing address. It is extremely important to give your potential customers multiple ways to contact you. Did you know that there are millions of people who don't even own a computer? Many of these customers will call you to inquire about your products, or to order.

Another reason why it is so important to include your phone number is because a new customer wants to make sure there is a living breathing person behind the ad and not just a website.

It helps to calm a new customer's nervousness when they can contact you by phone. I have found that when my new customers call me to inquire about my products, my sales increase by 80% because they are talking to live a person.

If you need to get set up with a toll-free phone number visit <http://www.qcinet.net>.

They will get you set up with your own toll-free phone number that will be forwarded to your home phone for about 3.9 cents a minute. There are no set up fees and you can have a toll free number in less than 4 hours. I have been using this company since 2002 and have been very pleased with them.

The reason it is important to have a toll-free number is because you will have customers calling you from all over the United States and you don't want to charge them to call you. Many customers will choose not to call at all if you don't have a toll-free number.

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In my own business, my sales tripled when I gave my customers a toll-free phone number to call vs. a regular long distance number.

4) In the fourth section we are now going to discuss the product picture and how to add it into your e-mail press release. This is extremely important. This gives the editors a chance to take a look at the item so they can decide if it is right for their audience.

Add picture here

Never send a picture, or anything else as an attachment. If you do, the editors will not open it for fear it could be a virus.

How Anyone Can Get Free Publicity Just By Using Their E-mail

Also, if you send it as an attachment it usually won't make it through the e-mail filters. The only time it is okay to send a picture as an attachment is after the editor has made contact with you and has asked you to email a high resolution image of your product. I will show you how to insert the picture into the text section of the e-mail.

If you have MS Outlook, you will want to go into tools- then options- then click on mail format. Make sure html is selected. This will allow you to insert the picture of the product right into the text of the e-mail. Make sure it doesn't say plain text.

Plain text will not allow you to embed the picture into the e-mail. Once you have the e-mail in html, you will be able to send a small picture of the product with the press release. Make sure the picture size isn't too small when you insert it in the email, otherwise the editor will not be able to make out the details.

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Be aware that in some cases the editors will respond very quickly to your e-mail if they really like the product. I have had editors respond to my emails within fifteen minutes of sending them a press release on a product. The editors will be calling to ask for a high resolution image for their print magazine or online magazine.

What you will need to do is ask your supplier for a 300 dpi resolution picture of the product you're planning on press releasing **before** you send out the releases. The editors will want a minimum of a 300 dpi photo.

That way if an editor responds quickly you will be able to turn around and get the high resolution image sent to the editor quickly. Keep in mind that the editors are on a tight schedule and when they contact you, they expect you to send them the high resolution image of the picture as quickly as possible.

Also, be prepared for the editors to ask you questions about the product. Good questions to ask your supplier is what materials is the product made of? For example: wood, plastic, chrome...etc. How much does the item weigh? What are the basic dimensions of the item? You should include all this information in your e-mail press release.

The editor may also ask how soon it would be delivered to their customers. Make sure to have as much information as possible on the product **before** you send out the release.

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Now we are going to be discussing the end of the press release. Always include a link to the page the product picture is on:

If you have trouble viewing the picture just click on this link to view

<http://www.linktopicture.com>

High resolution images are available upon request.

If for some reason they can't view the image in the e-mail, you can give them a link to click on that will give them another way to view the picture of the product. Also, let the editors know that you do have a high resolution image, and you would be happy to send it to them upon request. *This is the 300 dpi photo of the product that you can email to the editors if they decide to run a release for you.*

In closing you will want to include your name, company name, website, and phone number. That way if the editor has a question he will be able to contact you.

Sincerely,

Name

<http://www.website.com>

(800) 999-9999

Chapter 4

What to put in the subject line of the press release

What to put in the subject line of the press release

In this chapter, we will be going over what to put into the subject line of the press release. We will go over a few variations to help get your e-mail noticed and read. The main thing to remember with the subject line of your e-mail press release is that you will want to keep it short and to the point.

Below is a listing of several ways you can create a subject line that will not only get noticed by the editors, but will be well received. One thing I have learned through doing e-mail press releases is to keep it simple.

Try not to have a long subject. I will show you a way that will increase your chances of getting in the magazines by 77% just by doing a little homework on your part.

As stated in an earlier chapter, most magazines you will find a section called "What's New Editor", "Tips and Trends", "Drive Buys" and so fourth. Why is this important to you? Well, because that is where your press release will be listed.

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These sections are dedicated to new product press releases. So, to improve your chances of getting in the magazines, you will want to target these sections. It is a good idea to become familiar with these magazine sections. You can go to your local library and go through the different magazines in your target market to familiarize yourself with what their new products section looks like.

Things to look for:

- **What kind of products do they profile in the new products section?**
- **Do they even have a new products section? Not all magazines accept press releases.**
- **What contact information do they include in their new products section?**
- **Do they allow you to put in your web address and phone number or just one form of contact information?**

Next, you will want to go to look for what their new product section is called for those individual magazines.

This could help improve your chances of getting in the magazine because this will show the editors that you are familiar with their magazine, and you are taking the time to do your homework before you contact them. *Personalization* is the key with the top magazines. This is extremely important when targeting the larger magazines. This is not as important when targeting smaller magazines. With smaller less known magazines you will be able to send out your press release in bulk using your BCC (Blind Carbon Copy). We will get into this in a later chapter.

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Below are some examples of what to include in the subject line of an e-mail press release.

Always begin with **Attn Editors:** Then add the new product title such as wood gear shift pen, New Oriental Rugs, and so on. Then include the section where the press release will be added in that particular magazine.

If you don't know which section, don't worry. Just send it as is without the specific section. Below are several examples you can use for your own products.

- **Attn Editors: New Product Press Release**
- **Attn Editors: New Widget For Your (Blank) Section**
- **Attn Editors: Widget For Your “Drives Buy” Section**
- **Attn Editors: Product Press Release For Your “What’s Hot” Section**
- **Attn Editors: New Widget**
- **To The Editors: New Product Press Release**
- **Attn Editors: New Product Announcement**
- **New Feature For Your “blank section”**
- **Attn Mr. (name of editor) New Widget**

Chapter 5

The importance of website focus

The importance of website focus

We will be discussing the importance of website focus.

Why is website focus so important and what is it? A focused website concentrates on selling one category of products. Such as selling only ink cartridges or selling high end dog beds.

This is another key secret to getting into the magazines. When you approach an editor about a specific product on your website you will want to make sure your whole website is focused on that category of products.

Many times I see people selling all kinds of unrelated gifts or products on their website and this can actually reduce your chances of getting in the magazines. The majority of magazines that you will be trying to get into will be focused on a specific subject such as boating, crafts, fishing, bridal, or men's health.

How Anyone Can Get Free Publicity Just By Using Their E-mail

You will want to make sure that your website is focused on one specific category.

Here is another reason why product focus is so critical. Once a customer sees your new product in the magazine they will go to your site and expect to see more of this type of product.

By carrying similar products to the one that is featured in the magazine, you can increase your sales as well.

I have had my sales increase because once a person goes to my site from a publicity release; they see more products in the same category that would be of interest to them. Not only are they interested in the press release product but also other similar products on the site. Because of this, my sales go up. So, remember to stay focused on a specific category of products. The more focused the better.

Just remember that the editor will usually check out your website before they decide to run a press release. When an editor checks out your site, they are looking to make sure your site is a good fit for their subject matter in their magazine. In my case, I offer automotive themed accents so when an automotive magazine editor sees my site they know that my site is focused only on automotive related products.

Chapter 6

Why it is important to get permission from your product supplier
before you send out your publicity release

Why it is important to get permission from your product supplier before you send out your publicity release

We will be discussing why it is important to get permission from your product supplier before you do your press release.

If you are the creator of the product then you will not need to get permission. If you are offering catalog products online that you are selling for a company, you may need to get permission.

In most cases if you are selling a non-branded product that is mass produced like the wood shifter pen, then permission is usually not a factor but if you are selling a product by an individual artist or a well known company you may need to get permission before you start submitting your press release.

In the case of brand name products it will be a given that the company will usually not grant permission to press release their brand name item.

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The reason for this is the company will usually reserve the right to do the press releases for their products themselves and not allow the distributors to do individual press releases for their products. I have found the best products to sell on the web are non-branded unique items that **cannot** be readily found in a major retail store.

I personally don't like to sell brand name products because there is just way too much competition out there. I try to stay as far away from products that can be found in major department stores or discount super stores. If you can create a good niche of non-branded products, or create something yourself, I think you will have a better chance in the market place in general and with the editors.

Before I add products from a new supplier to my automotive site, I ask the supplier if I will be able to do press releases for their products.

Since the main way I get customers to my site is by submitting press releases, this becomes the first question I always ask my suppliers. I cannot think of anything worse than finding something great to sell on your site only to find out your supplier will not allow you to do publicity. No matter how great or original the product is, it isn't worth it if the supplier will not allow you to press release the product.

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In any event, whether the product is branded or non-branded, find out from your supplier if you have permission to send out press releases before sending out a release. As I had stated before, that should be one of your main questions to ask a supplier before adding their products to your site.

If the supplier will now allow you to press release their product, I recommend that you walk away and keep searching for a better situation with another supplier or come up with your own products.

Chapter 7

Sending Press Releases: E-mail vs. Mail

Sending Press Releases: E-mail vs. Mail

I have found that e-mail press releases are just as effective if not more so than sending out press releases via snail mail. Sending out press releases via U.S. mail is simply not necessary.

I can remember when this would have been the only conceivable way for a publication to receive news about your company. That is simply not the case anymore. You can send out your press releases using your e-mail and get the same results as the people who are sending press releases via mail. When I first started sending out press releases through e-mail I was concerned that my press releases would not be well received and I was also concerned that the press release wouldn't get through. It turned out I had nothing to worry about. The editors were happy to accept my press releases.

By sending your press releases via e-mail you will be able to save money and save time as well as effectively improve your chances of getting press for your company.

When it comes to press releases I think it should be free to do. If you start paying for postage stamps, envelopes, ink cartridges, and glossy photos, it is no longer. These materials can add up pretty quickly and they really don't improve your chances anymore than just e-mailing the press release.

With e-mail you can send your press release for free and send it instantaneously!

Chapter 8

Bonus Chapter: Improve your chances of getting free publicity by
300% using these proven secrets

How Anyone Can Get Free Publicity Just By Using Their E-mail

How to improve your chances of getting free publicity by 300% using
these proven secrets

Plus more inexpensive and free marketing tips and tricks

- Personalize the press release
- Find out the name of the section the press release will be featured in the magazine
- Be prompt to an editor's request
- Follow up with a thank you note whenever you receive free publicity.
- Use your BCC in your e-mail to contact multiple editors at once.
- Always be consistent and persistent in your efforts to send press releases to the editors.
- Don't forget the online magazines
- Should you use PR submission services
- How often should you send out press releases
- What if you only have one or two products to offer
- Track where your customers are coming from
- Here are some more inexpensive and free marketing tips
- Website Recommendations-Tools to help you succeed online

Personalize the Press Release

Whenever possible find ways to personalize the press release. Here are some simple techniques you can use:

1. Address the e-mail to the specific editor.

2. Find out the name of the editor whenever possible.

As stated above whenever possible always do that little bit of extra work to find out the name, or names of the editors involved with a particular magazine.

How Anyone Can Get Free Publicity Just By Using Their E-mail

Find out the name of the section the press release will be featured in

This is another very important step to increasing your chances of getting in a particular magazine.

When you write in the subject line, the name of the section of their magazine the press release would be suited for, you are showing the editors that you are familiar with their magazine. This is one of the top secrets for increasing your chances of getting in.

Follow up with a thank you note whenever you receive free publicity.

Whenever you receive free publicity send a thank you note to that editor to let them know how much you appreciated the write up. This is also a good opportunity to let them know how the ad is working for you. The editors love to hear about the success you are having with their magazine.

Use your BCC in your e-mail to contact multiple editors at once.

BCC stands for blind carbon copy. This is one of my main tools I use when I e-mail multiple editors at once.

As it can be time consuming to e-mail each editor separately, I recommend only sending the personalized e-mails to the top magazines and to the rest send a blind carbon copy.

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This means you will put together one press release that you will send to all the various editors of the magazine as opposed to a specific editor.

First, you will put a general message in the subject line such as Attn Editors; New product press release.

Under **bcc** in your email you will copy and paste the list of editors you have in that field. Now insert your product press release in the body of the email. Once you have checked for any spelling errors and you made sure it says "To The Editors" as opposed to a specific person, you can click the send button.

With this one click you have now emailed all the individual editors that you listed in the bcc. There is no limit to how many editor e-mails you can insert into the BCC. This method is also very effective. I use this method for the smaller magazines. I find it to be a major time saver.

Always be consistent and persistent in your efforts when sending press releases to the editors.

I cannot stress this enough. Always be persistent in sending out the product press releases. Get in the habit of sending out a new product press release to editors once a month to every other month. This is critical.

By being persistent and consistent in e-mailing the editors on a monthly basis you could be well on your way to getting your products in the magazines. I was able to get my various products in multiple magazines back-to-back month after month for over a year and a half because I sent out product press releases on a regular basis!

Don't forget the online magazines

Don't forget to send out your press releases to the online magazines. These are strictly online magazines covering different subjects such as women's issues, automotive interests etc... I target both online automotive related magazines as well as automotive print publications. With online magazines you could have your press release show up in as little as 24 hours! I have had many online magazines include my various press releases and published them on their site within 24-48 hours with a live link to my website! Online magazines can be ***instant traffic generators!***

How Anyone Can Get Free Publicity Just By Using Their E-mail

This is very easy to do and while you're waiting for responses from the print magazines you can get even more free exposure for your site! I have found that online magazines (also referred to as ezines) can be yet another great tool for driving more targeted traffic to your site without spending any money on advertising.

You can find online magazines to send your press releases to by going to a search engine and putting in the topic such as: "**online drag race magazines**" It will come up with a list of these online magazines in the results. You can do this with any subject. You would contact the editor's of these online magazines the same way you contact the editors of print magazines.

How Anyone Can Get Free Publicity Just By Using Their E-mail

Should you use PR submission services?

A PR submission service company offers a service where they will send out your press releases to their contact list of editors for a fee. Usually this fee can range anywhere from \$399 to \$1000 to send out just one press release to their list of editor contacts. Also be aware that if you want them to help you write a press release they will charge for that as well.

It can cost upwards of at least \$200 for the PR submission service company to write a press release for you. I have found PR submission services to be way too expensive to utilize. It really isn't necessary to use these types of services since you can do it your self and spend your time not your money.

With the tools in this e-book you now have everything you need to contact the editors for free and exactly how to write the press releases yourself. I wanted to make this as easy and as cost efficient as possible for you. By doing the work yourself you will be able to keep your costs down to zero.

But, if you don't have the time to do the submissions yourself or, just need assistance, I now offer a press release writing and distribution service and I would be happy to assist you with getting your press releases out there quickly and very effectively. I can write the release for you and get it sent out to my extensive list of editors. Please note-I am currently booked two weeks out for my press release writing and distributing service.

If you would like to have me put together a professional press release for you that is guaranteed to get read by the editors and greatly improve your chances of getting your release into print then send the following information on the product you wish to do the release on and I will get the press release sent out for you.

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I charge a very nominal fee of only \$29.95 per product press release. Payment can be sent to productpressrelease@yahoo.com through <https://www.paypal.com>

Once payment is sent I will need you to email me at productpressrelease@att.net the following information to do the press release and distribution:

A link to the picture of the product

Your basic contact information for the media including the following:

Company name

Contact name

Company address

Company phone number

Company website address

Product Title

Product Description (include dimensions, if you have them) and I will take care of the rest.

How often should you send out a press release?

Sending out a press release once a month is a good way to start. Do not send out press releases on a weekly basis. The most you should send out is once a month. Ideally once every two months for online and print magazines. For newspapers you will want to send out press releases weekly to every two weeks.

What if you only have one or two products to offer?

If you only have one or two products to offer I would highly recommend finding more suppliers in your same niche to expand your product offerings. In the meantime do the best you can by sending out press releases to every magazine for the products you do have.

You can also put an angle on your existing products to help increase how often you can send out a release on the same product. I have done this with much success with the shifter pen. I was able to get the shifter pen in several different magazines, including Father's day gift idea issues and Holiday gift idea issues for this one product.

What I would do is send out the press release on the wood shifter pen and tell the editors how this item would be a perfect gift for Father's day or how the shifter pen makes a great inexpensive gift for the holidays. By putting the angle on the shifter pen I was able to find ways to offer this one product to multiple magazines.

This is a great way to get in more magazines with the same product.

How Anyone Can Get Free Publicity Just By Using Their E-mail

Track where your customers are coming from.

Another way to find out if your products are showing up in magazines is by finding ways to track where your prospects and website visitors are coming from. I have a feedback form on my website where I track where my customers are coming from.

When my customers inquire about getting a free brochure or signing up for a contest I simply ask, ***“How did they hear about us?”***

By asking this question I am able to track where my customers are coming from. From asking this question I have been able to find out that some of my customers and prospects were coming from an online magazine that I had sent a press release to on one of my products. Had I not asked for this information I would have had no idea where the traffic was coming from. Also, whenever a customer calls you on the phone to inquire about a product or to order ask them how they heard about your company.

Here are some inexpensive and free marketing tips using free business cards:

[Vista Print Free Business Cards](#) You can go to Vista print to get free business cards for your company. All you have to do is pay shipping which usually runs around \$5 or \$6. They have a fairly good amount of free designs to choose from.

How Anyone Can Get Free Publicity Just By Using Their E-mail

I carry business cards on me at all times and leave a paper trail wherever I go. Leaving a paper trail can be very easy to do. Just take some business card with you whenever you leave the house. It might be a good idea to keep some in your glove compartment too. I leave a few behind at malls or restaurants or even gas stations. You would be surprised how quickly you can get the word out about your company by doing this inexpensive marketing method.

Also, when you send out any kind of correspondence such as paying bills, put a few business cards in with your payment.

How Anyone Can Get Free Publicity Just By Using Their E-mail

Have your bank add your website to your business checks

On your business checks make sure to add your website address and any other pertinent information. This is free of charge and again helps to get the word out about your company. It is also a good idea to add a quick blurb about your company underneath your site for example see below:

Sample of information on business check:

Company Name

Company Address

City, State, Zip Code

<http://www.yourwebsite.com>

Your slogan

Get an inexpensive website counter for your site that helps you track your activity

If you don't already have a counter on your website you can get an inexpensive one at <http://www.thecounter.com/>

It costs \$21.95 a year. It is a great tool to help track how many hits you're getting to your site. It is important to add the html code from the counter site to every page on your site since the counter can only track the activity of the page you add the code to.


Website Recommendations

Tools to help you succeed online!

Website recommendations-Tools to help you succeed online!

Here is a list of sites and tools that I personally use and thought they would be as helpful to you as they have been to me.

For website hosting- I would highly recommend CityMax.com they offer template style sites with shopping cart capabilities integrated right in. I use them for all my websites.

Merchant Services-  I would recommend <http://www.authorizenet.com> they can get you set up to take credit cards orders or sign up for a PayPal account: It is free to register. Click link to sign up: Paypal.com

Overture Key Word Search Tool- This tool will help you discover which key words internet users are typing in and how often, on a monthly basis. This tool is one I use on a regular basis: [Overture Key Word Search Tool](#)

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Secrets To Their Success- Features stories of real people who have thriving internet businesses online. They share with you their secrets to how they have achieved it. I was interviewed in December of 2004. I personally find the stories to be inspiring. [Secrets To Their Success](#)

Marketing Tips- I highly recommend the internet marketing course offered by Corey Rudl. I use the materials constantly to improve my sales and marketing. It is one of the best investments anyone could make in their business. The book's title is "[Insider Secrets to Marketing Your Business on the Internet -- Version 2005](#)"

Ultimate Seminar Videos- These videos are packed with special "breakaway sessions" where Corey interrupts the footage from his live seminars to sit down with the viewer and actually show you exactly HOW to do the things he talks about on stage. These videos are awesome! [Corey's Ultimate Seminar Videos](#)

The Mr. H Interview-I have listened to these CD's over and over again and each time I listen to them I discover something new that I can use to apply to my own marketing and sales. These CD's are absolutely fascinating and are a must have for anyone who sells online. ["How To Profit With A Direct Sales Web Site" Audio Tapes or CDs](#)

The Science of Getting Rich-This is a free e-book on how to get rich with mathematical certainty by applying the principles outlined in this e-book. To get a free copy click the banner: [The Science of Getting Rich](#)

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Alexa Marketing Tool- <http://www.alexa.com>

It is a free marketing tool you can use to find out information about your competitors. Such as their ranking in the search engines and who their site is linking to. You can also use this tool to see where your own site is ranking in the search engines.

Getting a switchboard system in your home

If you only have one phone line in your house and you're on the internet a lot, this method can make a huge difference in saving calls. When I first got started, I only had the one phone line and I was spending an enormous amount of time working on my website for my business. Consequently, I was missing lots of calls from my customers because they would get kicked right into voicemail when I was online.

I had heard about a system that can temporarily split the one line into two just long enough for the call to come through. It is called the Emerson Switchboard. I picked up the switchboard system at a local mall or you can go here to pick one up for around \$20.00-\$30.00 http://www.as-seen-on-tv-products.ws/store/product_info.php?products_id=448

It turned out that not only did the switchboard system work it paid for itself in the first few phone calls in orders. This tool is inexpensive, and it works well as a temporary line splitter. It is terrific to use when you are first getting started in your home business. This way you don't have to spend as much money up front installing second lines.

Sample Email Press Releases

Below are some actual email press release samples I have used with great success for you to study. I also included template style press releases for you to plug in your own company and product information.

As a side note: You will want to add these symbols ### right below the picture of the press releases. These symbols are used to signify to the editors that this is the end of the press release.

How Anyone Can Get Free Publicity Just By Using Their E-mail

Sample E-mail Press Release:

To whom it may concern,

Our company has a new product that we are confident your readers will be very interested in. It is the 6-Speed Aluminum Gearshift Basin Pump. Below is a press release. If you feel our product is newsworthy we would appreciate a write up. If you have any questions or need anything just call or e-mail anytime. Have a great day.

FOR IMMEDIATE RELEASE:

6-Speed Aluminum Gearshift Basin Pump

This is not only an attractive and practical household item for the smallest room in the house. By using the rubber pump to adhere firmly to the floor through suction, the racing enthusiast can keep busy by practicing gear changing. The knob and the shaft are made of CNC-machined aluminum billet and the total length is 39cm (15.3"). Only \$19.95. For more information visit <http://www.website.com> or call toll free 800-999-9999.

Add picture here

If you have difficulty viewing visit this link: <http://www.linktopicture.com>

#

Sincerely,

Name

<http://www.website.com>

(800) 999-9999

How Anyone Can Get Free Publicity Just By Using Their E-mail

SAMPLE E-MAIL PRESS RELEASE:

To the editors:

Our company has a new product that we are confident your readers will be very interested in. It is the Drag Race Blender. Below is a press release. If you feel our product is newsworthy we would appreciate a write up. If you have any questions or need anything just call or e-mail anytime. Have a great day.

FOR IMMEDIATE RELEASE:

Introducing the Drag Race Blender

The new drag race blender with unique tachometer showing operating speed. With a 900-watt motor, this powerful blender offers variable speed control ranging from 500 to 20,000 R.P.M.s. The tachometer is embedded in the brushed metal uniquely shaped block base. The blender features a commercial-grade stainless steel blade, heavy-duty polycarbonate pitcher, and smoothie stick and funnel cone. \$139.95. For more information visit <http://www.website.com> or call toll free 800-999-9999.

Add picture here

To view the picture click on this link
<http://www.linktopicture.com>

#

Sincerely,
Name
Company Name
<http://www.website.com>
(800) 999-9999

How Anyone Can Get Free Publicity Just By Using Their E-mail

SAMPLE E-MAIL PRESS RELEASE:

Dear Editor,

Our company has a new product that has been making a huge impact on car lovers everywhere. It is the wood gearshift pen. I am confident your readers will enjoy reading about this new product. It is now appearing in several national magazines. Everyone who sees our gearshift pen wants it! If you feel our pen is news worthy we would appreciate a write up about it. Below is the press release and picture of this brand new hot item!

FOR IMMEDIATE RELEASE:

For those of you who spend more time behind a desk instead of the open road... we would like to introduce to you the gearshift pen. This handsome pen stand resembles a gearshift, with shiny chrome and high-quality Italian wood. Beautiful in the boardroom or the home office! 2 1/2" x 3 1/4" x 6 3/4" high. Perfect for corporate gift giving. Exclusive. Only \$24.95. For more information call 800-999-9999 or visit www.website.com.

Add picture here

Best Regards,
Name of contact person
Company website
Company phone number

###

(Please note always include your website and your business phone number in your ads.)**

How Anyone Can Get Free Publicity Just By Using Their E-mail

To the editors,

Our company has a new product that we are confident your readers will be very interested in. It is the new mahogany wood motorcycle model. Below is a press release. If you feel our product is newsworthy we would appreciate a write up. If you have any questions or need anything just call or email anytime. Have a great day.

Sincerely,

Name

Company Name

<http://www.website.com>

FOR IMMEDIATE RELEASE

Mahogany wood motorcycle model. Makes a great gift for the motorcycle enthusiast. Dimensions 19 1/4" x 4 1/2" x 9 3/4". For more information about this new product call toll-free 800-999-9999 or visit <http://www.website.com>

Add picture here

###

Best Regards,

Name of contact person

Company website

Company phone number

How Anyone Can Get Free Publicity Just By Using Their E-mail

To The Editors:

Our company has a new product we would like to introduce to your readers. It is the **New! Tire Tape Dispenser made from wood construction**. Because we feel that the wood tire tape dispenser should be of interest to your readers, below is a press release and picture of the product for your use. Any space you may devote to this new product will be appreciated.

Sincerely,
Company Name
800-999-9999

For Immediate Release
November 3, 2004

Media Contact:
Name
Company Name
Address
City, State, Zip Code

Introducing The Tire Tape Dispenser

This elegant tire tape dispenser is made from solid wood construction. The wood style tire tape dispenser makes the perfect finishing touch to your desktop. The cost is only \$24.95. For more information visit <http://www.website.com> or call toll free 800-999-9999.

Add picture here

If you have trouble viewing the picture click on the link below to view.

<http://www.linktopicture.com>

Note To Editors: High resolution images available upon request.

###

How Anyone Can Get Free Publicity Just By Using Their E-mail

Press Release Template 1:

To the editors:

Our company ([insert your company](#)). Has a new product that we are confident your readers will be very interested in. It is the ([insert your product name](#)). Below is a press release. If you feel our product is newsworthy we would appreciate a write up. If you have any questions or need anything just call or e-mail anytime. Have a great day.

Sincerely,
([Your Name](#))
([Your Company](#))
<http://www.yourwebsite.com>
yourcompany@yourwebsite.com

FOR IMMEDIATE RELEASE:
([Insert your product name](#))

([Insert product description here](#))
([Insert website address here](#))
([Insert phone number here](#))
([Insert product picture here](#))

If you have trouble viewing the picture click on this link
([Put in link to page the product is listed on](#))

###

How Anyone Can Get Free Publicity Just By Using Their E-mail

Sample Template 2

To the editors:

Our company ([insert your company](#)). Has a new product that we are confident your readers will be very interested in. It is the ([insert your product name](#)). Below is a press release. If you feel our product is newsworthy we would appreciate a write up. If you have any questions or need anything just call or e-mail anytime. Have a great day.

FOR IMMEDIATE RELEASE

TITLE OF PRODUCT

City, Your State -- ([Insert product description here](#))
([Insert website address here](#))
([Insert phone number here](#))
([Insert product picture here](#))

If you have trouble viewing the picture click on this link
([Put in link to page the product is listed on](#))

###

MEDIA CONTACT:

Your Name

Job Title

Company Name

Phone:

Fax:

How Anyone Can Get Free Publicity Just By Using Their E-mail

Press Release Template 3:

To the editors:

Our company ([insert your company](#)). Has a new product that we believe your readers will be very interested in. It is the ([insert your product name](#)). Below is a press release on this new product. Any space you can devote to this new product would be appreciated. If you have any questions or need anything just call or e-mail anytime. Have a great day.

Sincerely,

([Your Name](#))

([Your Company](#))

<http://www.yourwebsite.com>

yourcompany@yourwebsite.com

FOR IMMEDIATE RELEASE:

([Insert your product title here](#))

([Insert product description here](#))

For more information about this new product please visit ([Insert website address here](#))

([Insert phone number here](#))

([Insert product picture here](#))

If you have trouble viewing the picture click on this link

([Put in link to page the product is listed on](#))

###

MEDIA CONTACT:

Your Name

Job Title

Company Name

Address:

Phone:

Fax:

Website:

Email:

How Anyone Can Get Free Publicity Just By Using Their E-mail

One hour phone consultation with the author, Dianne:

Get one-on-one coaching with the author by telephone.

All phone consultations will be done by appointment only. All phone consultations are 100% confidential.

During this one hour phone consultation I will:

- Work with you to evaluate what would be the best product for you to submit from your website.
- Go over the basics of sending out your product press release successfully.
- Go over any questions you may have.
- Analyze your website with you on the phone to see how it can be improved for maximum profits.
- Assist you over the phone with writing your product press release.

For details on setting up a phone consultation, visit this link: [Dianne's Consulting Service](#)

Conclusion

Now you have in your hands one of the most effective tools for helping you improve your chances for getting free publicity for your own products. Remember to be consistent in all your efforts. That is one of the main keys to success. I would like to wish you the best of luck in all your ventures!

Sincerely,

Dianne Beiermann

Website: <http://www.productpressrelease.com>