

Business Press Releases Fast Start Kit

By Arun Agrawal

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Hello and welcome to the Business Press Releases Fast Start kit. I am Arun Agrawal, the 'Secrets of Press releases' guy and winner of PRWEB 'spot the new features' contest.

Several of my clients have shown interest in using press releases to make their sites popular and to get the extra traffic that this potent medium can bring. However I realized that they had several questions before they can feel confident about jumping in. That's why I thought about this guide - I am going to talk about some ideas that help you hit the ground running.

So let's start without any further ado -

1. Your press release is not a sales letter. It is a news release. So you need to have a news angle. Like you may announce a new product. Or you may have won an award. Sponsoring some event. All these can be a good reason for having a news release out. Do not, I repeat, do not try to sell the audience on your product. No hyping up please. Do not use flowery language. Just inform them, build credibility with the use of third party testimonials (in the form of quotes) and then point them to your sales letter.
2. A press release is also not an article. Do not describe in details how things work. Do not go into the nitty-gritty of how your product is the next best thing to slice-bread.
3. Write as if a reporter (that is a third person without any profit motive) is talking about your site or product or service. He will not hype up your product, so you should not too.
4. You must have 2-3 quotes in your release. I prefer to quote someone from the company once or twice and a customer or industry expert once.
5. A press release is one of the few marketing communications where you avoid using 'you'. This has to be written in the third person.
6. Always try to add some images and audio or video to your releases. This cuts through the monotony of text only releases and your release stands out.
7. Use the rules of online copywriting like short paragraphs and bullet points. These help more people to consume your release.

8. Try to vary the length of the paragraphs from 3-8 lines. You don't have to keep every para 4 or 5 lines exactly. Modulation makes the stuff more attractive and readable.
9. Do some keyword research and try to identify subjects around your main keyword. You may use sites like Wordtracker.com or Nichebot.com. Base every release on a particular key-phrase. Use this key-phrase in the title and 2-3 times in the post. Link to your home page once, if possible. Also link to the particular page, which talks about this topic or a very similar one.
10. After the press release is live, you must bookmark it on your del.icio.us account.
11. If you have a blog, you should also make a comment about the post on your blog and link to that. Thus if someone reads your blog, they can learn about your release too. If your press release site allows a trackback (PRWEB does), you should also trackback your press release from your blog.

Well, these are some quick tips to make your first press release get you great exposure. Don't forget that your releases stay online for almost forever and continue to send you pre-qualified visitors for a long time. People at marketingexperiments.com have done some research on this and have found that press releases get much lower cost per click than your typical Adwords campaign even.

Best wishes!

If you want to get regular tips on getting the best out of your press releases, please visit <http://www.secretsofpressreleases.com/> and subscribe to the newsletter.

Thanks and take care!
Arun Agrawal

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