

# Pony Up

## With High-Powered Press Releases



[By Lin Stone](#)

Even if you know absolutely nothing yet about how to write your press releases effectively -- with the method and tips that will be outlined for you here, you will be writing effective press releases in less than half an hour.

Let's start with a basic.. A good press release should be constrained to fit comfortably between 250 and 300 words, both for our purposes and for the search engines so they will rank such a press release much higher than the others that are written with more than 300 words with the idea of furnishing more information and make it easier on those writers to just copy and paste your material into their web site.

But your object is NOT to produce a slew of articles that editors pick up and slap their names on; your object is to GET LISTED TOP SIDE in the search engines. You want them to send searchers to YOUR web site so they can find more information. And, if editors are also entranced with your release they too will need MORE information if they are going to produce a better story for their readers and subsequently they will turn out a story that is significantly different than your release. That IS what you want to produce; a stream of stories. But, what you want most is to get those search engines scratching at your door.

Not long ago I was sitting pretty, in first place for my most prized search term. Overnight I was replaced by another entity. Frankly puzzled I went to his site to see what he had done. ALL HE HAD WAS **LINKS TO SITES LIKE MINE** – SITES THAT PROVIDED INFORMATION ON THAT SUBJECT -- **LIKE MINE DID**. There was nothing else on that page; and he was first.

The interesting thing is; this fellow had copied MY links to those other providers, and those links were on the page he knocked out of first place -- but he had placed his links at the top (and only) place on his page while mine were quite near the bottom. The moral is.. "Put your best calling cards either at, or near, the top of your pages and definitely put only your best teasers in your press releases.

[Finding Cheap Health Insurance](#) \* [Doctor's Visit Only Insurance](#) \* [Essentials](#) \* [Women And Health Insurance](#) \* [Men's Health Insurance](#) \* [The Gender Gap](#) \* [Health Insurance For Seniors](#) \* [Health Insurance For Children](#) \* [Unhealthy Kids](#) \* [Uninsured Children](#) \* [The Uninsured](#) \* [Insurance Fraud](#) \* [College Students Health Insurance](#) \* [Self-Employed](#) \* [For Teachers](#) \* [Health And Life Combinations](#) \* [Catastrophic Insurance](#) \* [California Health Insurance](#) \* [Colorado Health Insurance](#) \* [Texas Health Insurance](#) \* [Health Savings Accounts](#) \* [Managed Care Management](#) \* [Point Of Sale plan](#) \* [Health Maintenance Organizations \(HMOs\)](#) \* [Dental Insurance Information](#) \* [The Tooth Fairy](#) \* [Finding a Doctor](#) \* [Maggot Therapy Coverage](#) \* [Gastric Bypass Surgery Insurance](#) \* [Risks And Rewards of Physical Activity](#) \* [Higher Costs Coming!](#) \* [Private Health Insurance?](#) \* [Inexpensive Health Insurance](#) \* [Preferred Provider Organizations](#)



It is not how the press release is written that matters  
**but the style it is written in.**

So first you should start your press release announcing your website and adding a link to your website a [www.yourwebsite.com](http://www.yourwebsite.com) would suffice.

**IMPORTANT:** write your press release as if the user is reading the newspaper. Keep the following most important TIPS in mind.

1. Press Releases should be written in the "third person" and are written like a news story.
2. NEVER in your press release try to include "advertising" or "hard sell" language such as "Opportunity of a lifetime"
3. NEVER in your press release speak to the reader by including phrases such as "By doing this you will get that ..." or "Are you in need of ...".
4. Include at least one quote. (more about this below)
5. Write in proper English and always spell check your press release before submitting.

Here are some examples of press release openers a Malta-based webinaut used, feel free to copy and paste and change to your heart's content.

Example 1:

A new blog is promising internet marketers help in finding their way through all the useless hype that is today invading the internet. In a no nonsense writing style <http://www.blogpreneur.com> is experiencing great success. For the vast majority of sites, good Internet Marketing can increase visitors many fold and is very often the difference between those sites that are considered hugely successful and the many otherwise excellent sites that languish around the web unloved and never to realize their full potential.

## Example 2 :

Online Car Insurance Quotes are now easier to get in a one-stop-shop directly from <http://www.insurancequotemarket.com> Requesting a quote online typically results in savings of up to \$500 per year and it will only take a couple of minutes before you can receive quotes and results.

## Example 23:

Learn Guitar lessons online – it is now possible thanks to a new website which makes it extremely easy to learn guitar online. A quick look at this website shows that you will be learning How to tune a guitar to 'standard' tuning, How to locate all the notes across the fret board fast, How to "warm up" with your guitar, What the "fan", "palm" and "forearm" stretches are and many more, but most importantly you will learn Basic music theory which is EASY to understand. <http://www.GuitarGuide.com> has been launched with sole purpose of teaching Guitar fans worldwide a quick way to start playing the guitar rather than just learning the theory this guide will show guitar enthusiasts how to start with a hands down guide to entertain themselves and their friends with hours of guitar playing. These examples have all been taken from press releases that achieved high success rates for his clients. But he also insists you should use his [preferred submission service](#). Similar services charge up to \$400 for posting a press release that is not half as good as what you can now get there for a fraction of the price.



# How To Write a Better Press Release

by  
[Brian Konradt](#)

A press release is the most effective way to generate free publicity for your business or organization. A well-written press releases can generate mountains of coverage, and most of the time, that coverage will be more in-depth than any ad. Writing press releases are tricky; since they're targeted mostly to journalists, the focus, style and tone is different from the typical business document. The following tips will help you craft a clear, creative press release.

## THE BASICS

Like any news story or announcement, a press release must be "spun" -- that is, it must have a particular angle interesting to journalists and, subsequently, to readers. Sure, the opening of a new office might mean big things for your company, but it's of little interest to the rest of the community if you don't tell them why they should care. Consider the following elements of a good press release and incorporate them into your work:

**RELEVANCE:** This is the most basic concern you need to address; how is your news relevant to the publication's demographic? Are you providing jobs or new services? Is a prominent community figure involved? Does it relate somehow to a recent hot topic? Always know your release's relevance before writing.

**TIMELINESS:** A journalist will rarely pay attention to a release if it isn't timely. Does your release relate specifically to a holiday or event? Did it happen recently or will it happen soon?

***DISTINCTIVENESS:*** What makes your news unique? Is it something interesting, or different, enough that people outside your company or organization would want to read about it? Would you?

***LACK OF COMPETITION:*** Think carefully about other news or events taking place at the time of your release. Are you competing with holiday news when your release isn't at all holiday related? Will publications have bigger stories with which to concern themselves? If so, hold off on releasing your story until there's a bigger gap in the news cycle.

## **THE FORMAT**

How you write your press release is equally as important as the information you choose (or choose not) to include. Follow these steps when writing your press release, and keep them in mind as you create a personal template for future releases.

***RELEASE DATE:*** This should be the first thing under your letterhead. Include the exact date if the material is restricted to a specific time, or use the words FOR IMMEDIATE RELEASE if time isn't a factor.

***HEADLINE:*** A strong headline will draw attention to your release, much like a strong headline draws attention to any news story. This should be one line only, in all caps and indicative of your release's exact point.

***LEAD PARAGRAPH:*** In three sentences or less, immediately summarize your story. This paragraph is often called a "nut graf" in the newspaper business -- it tells the story in a nutshell.

***BODY PARAGRAPH(S):*** The remaining paragraphs elaborate on your story and often include quotes from prominent people within the company or in your community. Keep the writing short and snappy, using familiar words and eliminating any clichés or redundancies. Remember: you're essentially writing for journalists, so use a style similar to that of the publication you're approaching. This should be no more than two paragraphs, which keeps your entire release to one double-spaced page.

**END:** A closing paragraph or summary (like the kind found in letters or reports) isn't necessary for a release; remember, this is similar to a news story. End with either ###, -end- or -30-.

Brian Konradt has been a professional freelance writer for more than a decade. To read more articles on English grammar and how to write better, visit [www.LousyWriter.com>About](http://www.LousyWriter.com>About)

Okay, enough has been revealed here to open the way for your own high-powered success story, but I (Lin Stone) want you to have the whole book. It shows the way this Malta-based copywriter started turning Google on its head and putting his web sites in first place around the world. Yahoo and some others soon followed suit.

The cost?

Just send your email address to me at [shareyourstate@yahoo.com](mailto:shareyourstate@yahoo.com) and I'll send you this full report that shows to tame this service down and you'll think you have put a work-horse stallion in your stall.

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