



Increase Your Revenues NOW: Get Free Publicity and Grow Your Business

Teleseminar with Susan Young- PR & News Expert

Newsroom Culture/Reporters Mindset

Top 3 Complaints of Reporters: Lack of _____, pitch is _____, doesn't _____ the public

Our job is to make news, not _____.

Create News: What's the #1 reason you are writing your press release? Don't _____ the lead. Put a _____ on the story. Use _____ and _____.

Ask good questions: What else, what else, what else? Use your _____.

Build relationships with reporters- Tools of the Trade

7 Ways to Get Free Press:

1. Get your press release picked up
2. Write a _____
3. Send in _____ and captions
4. Be interviewed for a _____
5. Write a _____ (expert)
6. Calendar _____ or PSA
7. Be a guest on a _____

Sending out pitches and releases

Top 10 Do's & Don'ts of Writing Press Releases (more on my Blog at www.getinfrontcommunications.com)

FREE Teleseminar- "Build Your Proactive PR Strategy for 2009"- Thurs. 1/29/09- 1:00 PM EST. Register at www.prtoolbox.net





SUSAN YOUNG'S
"TOP 16 DO'S & DON'TS OF POWERFUL PRESS RELEASES"

1. Do have something _____ to announce (NEWS)
2. Do ask yourself why you are writing your release- the #1 reason
3. Do write a catchy _____ - get their attention!
4. Do include quotes from people directly _____ by the news
5. Do show and tell a compelling _____
6. Do write short, punchy and _____ to understand sentences
7. Do _____ directly to the reader/audience
8. Do help to ease their _____ (you are the solution)
9. Do cite _____ /attribution
10. Don't repeat _____
11. Don't use "JAR" _____
12. Don't use the word _____
13. Don't ask _____
14. Don't send out _____ pictures
15. Don't _____ anything
16. Don't go more than _____

BONUS! There's no such thing as _____ !!

