

# GET THE WORD OUT

***A simple way to promote your company and it's FREE!***

*By Marianne Speiser  
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## **Have you ever wondered why the same companies are always promoted in the newspapers?**

Have you contemplated getting information about your company out to the public but thought it would be an expensive, lengthy task? Putting exciting news about your company into the hands of your preferred audience in the form of a well-written press release is easy and free! When your company appears in a newspaper, not only does it give your business credibility, it is a great marketing tool.

### **Get started**

The first step is to develop a list of newspapers to appear in. Start in your local area and then branch out.

Here are a few places to explore:

- Mondo Times [www.mondotimes.com](http://www.mondotimes.com), find names of newspapers in the US and abroad (membership is required)
- The US Newspaper List at [www.usnpl.com](http://www.usnpl.com) is another helpful resource. It allows you to navigate by State and city to locate publications. Newspapers affiliated in each area will appear, clicking on the newspaper immediately links to their website.

The second step is to get acquainted with the newspapers where you plan to submit press releases. Have a good understanding of each newspaper's submission guidelines, going as far as talking with the editor. Building relationships with editors over time will help keep the door open for future promotional endeavors.

### **Get writing**

Your third step is writing the press release. In order to write an effective press release, follow these simple guidelines:

- the headline should have a good hook to grab the attention of the editors and readers
- the first sentence should include every key point of the press release and should have no more than 26 words
- keep it concise and to the point
- include a photograph or company logo (visuals always attract attention)

Nothing is finished until it is properly proof-read and spell-checked. It is amazing how the human eye deceives us and words appear right when they are wrong. Always ask a colleague to proof-read it, before sending it.

Press releases can be a variety of topics such as:

- the launch of a new product
- special events
- awards received
- new employees and employee promotions
- new partnerships developed with other companies
- featured in publications
- volunteer work done/provided by your company

Don't forget press releases are one way to get free visibility for your company. So stop contemplating and get the word out....there is no reason not to, it's FREE!

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