



# **“How to Profit from the Press”**

**A Simple Guide To  
Profiting From Press Releases**

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## **Disclaimer**

This report has been written to provide information to help you create and submit highly optimized press releases to drive highly targeted traffic to your website offers. Every effort has been made to make this report as complete and accurate as possible.

Also, this report contains information on Internet marketing and technology only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing and press release information. The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions.

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**FIRST I WOULD LIKE TO SAY THANK YOU FOR PURCHASING THIS EBOOK, PLEASE READ CAREFULLY AS IT IS PACKED WITH INFORMATION THAT CAN BE EASILY OVERLOOKED.  
TO YOUR SUCCESS  
DOUG MYERS**

## **1. Why Create Press Releases?**

**A Press Release is a great way to create publicity for your product launches, websites and**

services. The main aim of the press release is to get customers on your offer. This creates publicity for your offer, and if your sales message is effective will ultimately boost revenue for your business.

So not only can you use press releases for your product launches, but you can also use press releases to garner publicity when relaunching products and creating special promotions. Each press release you create and submit will provide a spike of traffic to any website you list within the press release itself. Another additional benefit is that these back links within the press releases will boost your rankings within the search engines.

When driving traffic to the website offer it is very important to diversify the tools and tactics use to generate this traffic. A good traffic generation strategy should consist of things like article

marketing, pay per click advertising, search engine optimization, joint ventures, video marketing, forum marketing and list building for e-mail marketing. CHECK OUT SOME  
MARKETING TOOLS AT  
OUR WEBSITES CLICK HERE:

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In addition to all these methods, adding press releases to your traffic generation strategy provides an additional traffic generation method that is flexible, fast, targeted and extremely effective.

The bottom line is that we would all love more targeted traffic. Having said that, the search engines love press releases as they provide a constant source of fresh up-to-date content.

Each press release you create should have what we call a hook. A hook is something that will set your press release aside from all other promotions within the market. A hook is often referred to as the unique selling proposition. For example as part of your promotion if you are offering a special discount, or some bonus products to go with the main offer then this becomes your hook.

You should focus on your hook within the title and body of your press release. This focus should then extend and flow through to your sales copy.

Each press release you write should focus on a maximum of four key words. You should research these keywords using the usual tools like [Wordtracker.com](http://Wordtracker.com) and [keyworddiscovery.com](http://keyworddiscovery.com) prior to writing your press release. We will discuss keywords further when we get to the next chapter on press release creation.

## **2. Creating Your Press Release**

If you take a look at all the major press release sites, and the press releases that have been submitted to these sites, you will notice a common structure amongst many of the press releases. A successful press release is written to a predefined format and structure. If you follow this format and structure you will have the most success with the press releases you submit. We are going to take a look at the different elements of the press release, and then we are going to take a look at how to incorporate your keywords and hook in the correct places throughout your press release in order to maximize your penetration for your chosen keywords within the search engines.

### **How many words?**

Something to note is that you should try to keep all your press releases below the 500 word count. Optimally you should aim for about 300 words. I have not had any trouble going up to 500 words. The times I have gone over 500 words I have had issues getting my press releases spidered by Google. Remember the main aim of your press releases is not to sell your product to get the reader to click through to your sales page.

### **The title**

Starting at the beginning, the title is one of the most important elements of your press release. Not only will the search engines use your title to index your press release, but how your title is written will heavily influence the amount of click throughs your press release

gets. It is important to include both your hook and as many of your keywords as you can into your title. Of course it is also important that your title makes sense in being read by a human. You should try to write your title in a manner that is eye-catching, witty, or to invoke curiosity from the reader.

Some examples of good titles:

Any title that is the question that invokes an open ended answer. By that I mean that the reader can't simply answer your question with the yes or no. If that were the case and the answer was "no", then it is too easy for the reader to simply not click through. However with a question that has an open ended answer the reader must click through to find the answer to the question within your press release.

For example the following is a bad title:

Would you like \$20 off our business package?

This question title makes it too easy for the reader to simply say no and then not click through.

The following example poses an open ended question:

Do you know why 85% of people prefer our business package?

In the above title, the reader can only get the answer to the question you pose by clicking through to your press release. That should be the name of all the titles you write. You want to get readers to click through to your press release. Once at your press release, you want to invoke enough curiosity that your reader feels compelled to read the rest of your press release.

These are the same principles you should be using for all of your copywriting including the sales copy at your sales page.

In the above example we use curiosity to invoke a click through from the reader.

Other tactics you could use within your titles include creating controversy. Using controversy similar to using curiosity as a motivator on the reader.

For example the following title is controversial:

If the business package 1 inventor knew what we were doing he would be turning in his grave.

In the above example we referred to the inventor of the business package who in this instance has sadly

passed away. This in itself is controversial. This gets the reader's attention. However it is curiosity that gets the reader to click through and read on. In the above example clearly any reader who does click through wants to know what you are doing with the business package and why this would make the inventor turn in his grave. Some of the above examples also included the use of a hook. For example \$20 off the business package is a hook. In this instance that will is a discount on the product. With a title "Do you know why 85% of people prefer our business package to others. we'd be using statistics as the hook. In that example clearly 85% is a high enough figure to prove that the majority of people prefer our business package. To the reader of this title you are creating a fear that they may be one of the minority if they preferred another business package. Once the reader clicks through to your website could continue the theme of our package being superior thus tying in your sales copy with your hook. In the above examples we have also used the words within the titles. The main key word we used throughout all the titles was our business package. If we had other keywords we were trying to target also try to incorporate those into the title while keeping it readable to humans. The main aim of including keywords in the title is to optimize your press release for those keywords within the search engines.

### The URL

We'll cover the URL next, mainly because I strongly advocate that you include your URL link at the top of your press releases. Unlike with article marketing that has strict guidelines and rules on where you can place your URLs throughout your article, press releases are a lot more liberal with the placement of URLs. See we are going to take advantage of that fact and place your main URL right at the top of your press release before the first paragraph. This way anybody that has their attention grabbed by your title and navigates to your press release has the option to click straight

through to your sales  
copy without scrolling the page.  
We'll cover the structure of the first paragraph shortly but at the end of the first  
paragraph you  
should also direct the reader to your main URL. It's quite acceptable to include a  
reference to  
your main URL somewhere else in the middle of your press release. Alternatively  
you may wish  
to reference the secondary URL for a specific page within your main site.  
Finally at the bottom of your press release after your closing paragraph should  
once again include  
a one line benefits statement product or service and then direct the reader to  
your main URL.

#### **The first paragraph**

The first paragraph of your press release says a number of purposes. This is  
where you will first  
introduce your product, service or website. The first paragraph next to flow on  
from your title. So if  
your title posed the question, you will want to go some way to answering that  
question within your  
first paragraph. The first paragraph should provide an overview of the benefits  
of your product  
service or website. The first paragraph also needs to include all four of your  
keywords at least  
once within the paragraph. This point is extremely important for optimizing  
your press release for  
your given keywords. Of course as with the title, you need to make sure the  
structure of your  
sentences and the flow of the paragraph makes sense and the readable for the  
human eye.

There is no use in making your press release highly optimized to put off the  
readers you are  
trying to get to click through to your sales page.  
As stated previously you should end your first paragraph with a reference to  
your main URL. For  
instance you could say something like "... you can find out more about this great  
product service  
by clicking here: [www.MyBusinessPackage.com](http://www.MyBusinessPackage.com)".

#### **The first quote**

The next section of your press release after your first paragraph is what I call the  
first quote. This  
is essentially your second paragraph. You need to include a quote from  
somebody in this section.

**The quote can be from somebody within your company, it can be from you. The quote is essentially either a testimonial for your product, service or website, or it is a quote from somebody within your company explaining more about the benefits of the product, service or website.**

**You structure the quotes within your press release like this:  
[Name] from [company or city/country] said "quote".**

**For example:**

**John Q from London said "Our business packages really are amazing. Can't believe I have been using ABCs' business package this whole time. With your package we get a better design, more features and with your discount they are cheaper than our current business relationship".**

**Another example if it was from a person within your company:  
Tony from our business package said "we really wanted to design a package that was more affordable and had better features for the end consumer. Our business package is superior hands ."**

**So how do you get testimonials from your customer? One way is to ask them! Once a customer completes the transaction with you can send them a brief e-mail asking them for feedback on the product and the buying experience. If you're finding it hard to get feedback from customers you can't include some kind of motivation for them to fill in a brief survey. For example you could create a short e-book and offer this as a bonus for anybody who fills in the survey. Be sure to include a disclaimer at the bottom of your survey page stating that all feedback may be used as testimonials in your promotional and sales material.**

**So for the above example of our package we could create a short e-book called "10 ways to maximize your business package", and this could be given away to all customers who complete our survey.**

**There is several tools online that you can use for creating surveys. A good website that allows you to create a free survey is called**

[www.surveymonkey.com](http://www.surveymonkey.com)

### **The second paragraph**

**Your second paragraph should expand on the list of benefits from your first paragraph in should explain more about your hook that was first mentioned in your title and then expanded on in your first paragraph. Additionally the second paragraph builds on any theme that was introduced in your first quote.**

**For example if your first quote was a testimonial from a happy customer, could say something**

**like:**

**"As you can see, your package is creating raving fans..." and then continue the paragraph and explain the benefits.**

**Keywords in non essential to be included in the second paragraph. By default as you explain your**

**benefits would probably include some of your keywords. But do not focus on the keywords as a**

**second paragraph is the one place that you should not feel empowered to use them and you**

**should focus on explaining the benefits in the best way possible.**

**As stated earlier if you feel the need to please include your URL again or a secondary URL if you**

**have one you want to reference.**

### **The Second Quote**

**The second quote is your chance to include another testimonial from your customers or to include a quote from one of your staff members expanding on the benefits of the product service or**

**website. The second quote should follow the same structure as the first quote, except change**

**“said” to “added” as below:**

**[Name] from [company or city/country]**

***added***

**"quote".**

**The length of your quotes is not so much of an issue as long as you keep the total word count of**

**your press release within the guidelines mentioned above (average 300 words and below 500**

**words) however should point out that if you quote has excessive line spaces or bullet points you**

may have issues in getting your press release indexed. So it is best to keep your quotes one solid paragraph of text each.

It is important to note that these quotes are not just included within the press release so you can showcase your testimonials and customer feedback. The quotes are an important element of the press release as news sites that index your press release see the inclusion of quotes as indication of a bona fide press release.

### **The final paragraph**

We're almost there! The final paragraph is where you wrap everything up and tie everything together. If you have any unresolved questions from your title or throughout the body of your press release than the answer to those questions should be resolved here. The final paragraph also needs to reference all four of the keywords. This is important for the optimization of your press release. As always you will need to make sure that when including your keywords that the sentences structured so as to be readable by humans. You will also need to make reference to

your hook in your final paragraph in this leads to your call to action.

One of the most important elements of your final paragraph is your call to action. If the reader has read this far even if they have only scanned your press release then they are interested enough in what you are offering to make them prime candidate to click on your URL.

For that reason you should state exactly what you want the reader to do from this point onward.

What you want the reader to do is to click on your URL.

To achieve this all you need to do is say something like:  
"to find out more about how our package can revolutionize your life click here:  
[www.OurBusinessPackage.com](http://www.OurBusinessPackage.com)".

All you need to do to simply ask for the reader to click through to your website.

With this call to action make sure that it is a separate paragraph below the final paragraph. This way the actual

call to action stands out from the body of the press release, so anybody that is scanning will

notice your call to action and your website link.

That's it for the creation of your press release. Now you can create your press release using a simple text editor like notepad, Microsoft Word or using software specifically designed to help you lay out your press release and save it for future reference. If you haven't had a chance to check out some of our marketing tools then click here to find out more now:

<http://www.webstarts.com/globaltech>

### **3. Submitting Your Press Release**

Now that you have created a highly optimized press release up the battle is over. Your next

mission is to submit your press release in such a manner to ensure that it gets indexed by

[Google](http://www.google.com/news) , [google.com/news](http://www.google.com/news) , and the other new services online like [topix.com](http://www.topix.com) .

The remaining many press release submission websites that you can use to submit your press releases to get them indexed by Google.com/news and the other search engines and news websites. The prices for submission vary to a great degree and start from the free basic service

all the way up to several hundreds of dollars per submission.

What I have found is that with the majority of the free press release submission services that your press releases don't tend to get indexed either in a timely manner by the new services and search engines or at all.

The next step up from the free services would be something like basic service offered at [Webwire.com](http://www.webwire.com) .

At the time of writing they charge \$20 per press release submission. This gives you the highest chance of getting your press releases indexed in the search engines in the news websites, please be aware that indexing by these services is not guaranteed for your \$20. In fact none of the press release submission services will guarantee that you get indexed by the search engines or the news websites. So you may in fact find yourself in the position I have found myself in the past and having paid \$20 for press release submissions and then getting a very low amount of traffic for that press release because it simply did not get indexed by

the major search engines or the new services. You still will get some traffic from the press release website itself but this is minimal.

If you have followed the guidelines in the "**Creating your press release**" section above then you have a very high chance of getting your press releases indexed with the paid submission as long as you follow the submission guidelines below.

When submitting your press release that are a number of fields you will need to fill in addition to including your full press release. Your full press release is a combination of your first paragraph, your first quote, your second paragraph, your second quote and your final paragraph. These elements together constitute your press release you can simply paste these into the full release field when submitting your press release.

1. At the top of most press release submission pages you'll have a field for the headline or title, the cut-and-paste the title into this field.
2. Often you will have a field for the company, organization or event. If you have a company you can put the name here. Otherwise I highly recommend that you put either your main URL (it will not be a live link but it will be at the top and visible), or your main keyword.
3. The next section you will need to fill in as your contact information.
4. You can put yourself as the contact name, or feel free to use and other staff members name, or if the press release is for one of your websites feel free to use an alias.
5. In the contact title field you can simply put website owner, director, CEO, Dir. of marketing or any similar organizational title.
6. Ordinarily there is also a contact agency/company field. In this field once again you can either put the name of your company or your main URL.

- 7. In the contact telephone field, if you would like to be contacted in relation to the press release, product, service or website then put your phone number here with the country code and area code. If you do not wish to be contacted by telephone, can simply put 0123456789.**
- 8. In the contact e-mail field you should include the unique e-mail address that will allow you to track inquiries from this particular press release. Simply create a unique e-mail address through your hosting account and simply paste that in the contact e-mail field keeping a note elsewhere of which he now relates to which press release.**
- 9. Next you will need to fill in the additional links section. If you have more than one URL you wish to link to it can least those links normally up to a maximum of three links. If you only have one URL then use that URL in all three fields in the description section for your links include your main keyword for the first link description, the second keyword for the second link description, and a third keyword for the third link description.**
- 10. In the search engine optimization section, set your main keyword for keyword one, then insert your fourth keyword or keyword 2, your second keyword for keyword 3 and your third keyword for keyword four. Note if there is room for more than four keywords, simply leave the traditional keyword fields blank.**
- 11. What you will find when submitting your press release is that the majority of the fields listed above other than that related keywords and related links sections are mandatory. So you will need to fill in all the details before continuing. Normally when you click continue you'll be given a preview of how the finished press release will look once submitted. Content click continue and selects the related industries for your press release. Normally you can choose up to five related industries, so browse through**

those that are available (they're normally about 100), and select the five that most closely relate to your press release.

**12. Click continue.** Ordinarily after selecting your related industries you are given the chance to select what type of press release distribution option you would like to go with. This is where you would select for example distribution service for \$20, or a service priced all the way up to several hundred dollars. In my experience \$20 press release submission has given me all the exposure I need. In the past free press release distribution has not given me the best of results.

**13. Once you select the type of press release distribution you would like to use, you are then normally taken to the payments confirmation screen where you would be required to enter your payment information and then to confirm your order. Once you have submitted a press release, ordinarily it should only take between five and 10 minutes to get indexed by the major news sites, and it could take between two hours and a couple of days to get indexed by the search engines. Remember that a two types of indexing you are looking for, the first being getting your press release itself indexed in the search engines, the other being getting your main URL referenced within your press release indexed within the search engines also.**

## **4. Making Your Press Release Go Viral**

**Now that you have written and submitted a great press release for your awesome new product, service or website you will notice of boosting traffic to your sales page. But that isn't the time to kick back and relax.**

***What you want to do now is to get your press release to go viral.***

**A big part of creating a viral press release is ensuring you have a great hook that**

was devised at the very start of the process. This hook should now flow from your title through the body of your press release and to your sales copy.

This hook is the reason people are going to want to read your press release and click through to your offer, and it is also the reason that people will link to your press release, links to your website, e-mail your press release, and republish your press release. One of the things you will notice on the majority of press release sites is that readers can e-mail the press release due to other people they can also print the press release and they can copy it and republish it on their website or blog.

So if you are familiar with how social networking works, then you will be familiar with the concept of social proof. So the more people that reference your press release and your website, more traffic you will drive your sales page.

The other thing you can do yourself to help drive more traffic to your press release is to once your press release has been submitted copy the URL link and ping it from sites like pingomatic.com and feedping.com. If you navigate to the URL of your press release, you will notice there is usually some options to bookmark the release on sites like delicious.com and Yahoo.com. There are also ordinarily options to share the release using services like [linkedin](#), [stumbleupon](#), [twitter](#) and [Facebook](#). Make sure you take advantage of these tools socially bookmark your own press releases and share them using the social network services.

Other things you can do to help your press releases go viral is to reference them from your own blogs. Additionally you can refer to your press releases from within your [MySpace](#) or [Facebook](#) accounts. You should also create a twitter message and send that to all your followers on twitter.

Another thing you can do is to reformat your press release into an article and submit it to all the article websites this allows you to reuse the content. You could also create a recording of the article or press release and submit it to podcast websites.

**If your press release relates to a product service or website that targets a particular niche, then you can send in now all hard copies to the relevant trade magazines and websites relating to your niche to get editors to publish them for you on their sites or in their publications. Depending on your hook and if your press release has enough of a human interest element is very topical then you should also consider sending your press release to the television and cable networks. If you can get your URL mentioned on any of the national television or cable networks then you will get tens of thousands of hits to your sales page, so this is well worth considering.**

**Good practice that is well worth modeling is to make sure that you have some type e-mail capture form on your URL Landing page. That way visitors can leave their details (name and e-mail address) and you can send them additional information about your product, service or website in the future.**

## **5. What Next?**

**That brings us to the end of the press release profits e-book. To summarize, you have learned why you create press releases and the strategy behind it, how to structure and create your press releases to ensure they are highly optimized, how to submit your press releases to ensure they get indexed by the search engines and news sites, and finally how to make your press releases go viral.**

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