

Tips Articles

Problem-solving tips articles are one of the most effective techniques for getting print publicity.

The successful tips articles:

- Have a grabber headline – it forces the editor’s attention to both the problem and the solution.
- The lead line highlights the pain of the audience in human interest terms, aiming at the largest audience possible.
- The content of the news release focuses on actions to help relieve the pain.
- Contain 5 to 10 bulleted points – specific actions which tell people what to do.
- The tips are often simply excerpts out of books, or fresh PR materials written to integrate marketing and PR.
- Offer the media free media kits, review copies, or additional information for feature articles or stories.
- Offer the audience free special reports by call in, or by e-mail, or self-addressed stamped envelope.
- Offer the media the text of the articles via e-mail.
- Contact information includes the web site, book information, phone numbers, and ordering and price information.

Tips articles can be used by editors very easily, without much contact with the sender. Editors often make decisions to use tips articles as is, with very little editing. Tips articles are almost always run with contact information, and can result in an avalanche of calls from interested readers.

Tips articles often will result in a call from media who is interested in developing a feature story from the material on the press release.

They may not provoke much immediate media response by phone, but they will often pull for many years, as editors will save them for filler material when needed, or when the editorial calendar or current events raises the need for coverage of a particular issue.

How to Find the Best Quality Child Care **FOR PARENTS SEEKING THE BEST CHILD CARE** **A New Step-By-Step System to Make Good Child Care Choices**

(MADISON HEIGHTS, MI) **What could be more important for working parents than finding quality child care?** Will my child be comfortable? Will my child be happy? Will my child be safe?

How to Find the Best Quality Child Care, a new book by Michael J. Matthews, contains everything you need as a responsible parent to successfully locate, evaluate, investigate and manage child care arrangements of all types. This easy to use, interactive reference will help parents understand the important questions to ask to find safe, quality care for their children.

Some of the tips Matthews recommends in **How to Find the Best Quality Child Care** include:

- Locate quality caregivers by weighing the advantages and disadvantages of each type of care
- Evaluate quality by creating solid child care criteria and understand the importance of accreditation, training, communication, and accountability for your child's care
- Conduct in-depth background evaluations – criminal, motor vehicle, reference and employment, credit and medical – to know who is caring for your child
- Use simple interactive worksheets to get organized and know what to look for when visiting child care facilities and how to conduct effective interviews
- Save time and effort by using sample letters, forms and detailed directories listing thousands of resources to get free useful information and help for concerned parents.

Michael Matthews says no parent should ever have to drive away from a child care provider fearful and worried. Now, parents can leave their children with a smile, secure in the knowledge that they've chosen well.

How to Find the Best Quality Child Care is available for \$24.00 plus \$3.95 shipping (MI residents add 6% sales tax) from Autumn Publishing Group, P.O. Box 71604, Madison Heights, MI. 48071-3012. To get the free report "Ten Tips for Parents Seeking Better Child Care", send a self addressed stamped envelope or send an e-mail message with the words "Ten Tips for Parents" to: MMatth2194@aol.com. To order call Toll-free (888) 876-4114, <http://www.wiredin.net/childcare> .

Some reviewer comments: "Excellent evaluation tool. This is just what parents need...good assessment tools", Charlotte Anderson, Silicon Graphics Computer Systems; "... Extremely informative and functional. It should be required reading in Parenting 101", Richard Heilwell, Vice President, Babywatch TM Corporation; "This book contains a combination of the most meaningful information possible for parents seeking childcare, the personal experience of parents who have been there...", Deb VanderMolen, Manager, Steelcase, Inc.; "This book is by far the most comprehensive guidebook I have seen on finding quality childcare. I highly recommend it to parents who need a practical tool to assist them in their child care search", Susan B. Perlin, Partner, Plante & Moran, LLP.

Author Mike Matthews Available for Interviews and Shows
Media review copies and specialty articles available upon request.
CONTACT: TAMARA WELTY Phone: (248) 589-5249.

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**Holistic Communications, PO Box 4152.
Sacramento, CA 95841-0152
p: 916-972-9921 f: 916-972-0237**

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FOR IMMEDIATE RELEASE CONTACT: Phillip Mountrose: ph: 916-972-9921 Fax: 916-972-0237

8 Ways to Help Kids Start the School Year Off Right!

Does your child say that school is stupid, boring, and difficult?

Phillip Mountrose, veteran educator and author of the innovative **Getting Thru to Kids** communication series, offers advice on how to help your child have a positive attitude about school. Consider the following:

- 1. Concentrate on what your child likes about school.** Likes can include recess, P.E., and other kids. Find ways to value whatever your child likes. Build on the positives.
- 2. Listen carefully to what your child says about school.** Even if he or she views school negatively, you can be supportive by using your listening skills. Empathize and validate what your child says, even if you disagree. This promotes understanding.
- 3. Don't try to fix it.** By handling the problem for your child, you keep him or her from learning how to handle it. Be a resource, and, at times a guide, not a savior.
- 4. Help your child develop positive beliefs about school.** Instead of the limiting belief that "school is hard," suggest the positive belief, "I can improve"; or "I can get help."
- 5. Identify resources your child can use.** To encourage your child's "I can get help" belief, explore people, books, materials, computers that will assist learning.
- 6. Share your experiences and outlook on school.** Offer examples of your successes and failures in school. Be candid without going into the lecturing mode. Relate your experience to your child's, being sensitive to your child's strengths and weaknesses.
- 7. Help your child schedule time for activities.** Buy an organizer notebook for school assignments. Set a homework and bedtime schedule to allow time for work and play.
- 8. Find ways to appreciate your child, regardless of school performance.** School competence is only one aspect of life. And as you see your whole child, more of his or her competence can be valued, perhaps in unrecognized and subtle ways.

Phillip Mountrose is the author of the award-winning book *Getting Thru to Kids: Problem Solving with Children Ages 6 to 18*. The newest book in his communication series is *Tips and Tools for Getting Thru to Kid*. He has been an educator for twenty years, teaching children of all ages. He is also the creator of the most widely-used work social skills video program in the country.

**To schedule an interview with Phillip, call 916-972-9921. Media review copy of *Tips and Tools for Getting Thru to Kids* contact HC Communications at 916-972-9921, fax: 916-972-0237, kids@gettingthru.org
Phillip Mountrose is Author of *Getting Thru to Kids: Problem Solving with Children Ages 6-18***
and *Tips and Tools for Getting Thru to Kids*.**

****1998 Sacramento Publishers' Best Book & Parent Council Selection**

William Francis Devine, Jr.
Attorney at Law

MEDIA RELEASE

Contact: Bill Devine 650-329-0200

Get a Job, Buy a House, Save for Retirement— The Perfect Formula for a Hollow Life

“Signing up for the get-a-job-buy-a-house-save-for-retirement grind will shortchange your bankbook and cost you your soul,” says attorney William Francis Devine, Jr., author of *WOMEN, MEN & MONEY* (Random House), “because it steers you away from the most fulfilling and lucrative activity you can undertake—developing your talents.”

Stretching to buy a house, pouring cash into mutual funds, sticking with an uninspiring job because of its steady paycheck—many so-called experts tell us that these steps lead to financial independence. Yet in truth they lead only to a limited life. As Lauralee, one of Devine’s new clients, recently explained, “I have more money than ten years ago, but I feel like I have no money. Everything takes second place to money. I want more from life.” In *WOMEN, MEN & MONEY*, Devine shows you how to get it.

Using his fresh insights and practical techniques, you can avoid falling into a hollow existence, and instead discover how to use money to achieve a higher standard of living, one that includes great self-esteem and self-expression, deeper intimacy with your partner, and enormous sums of cash. Here are Devine’s Five Fresh Standards for Cultivating Your Bankbook and Your Soul:

- Standard 1** **Dump any job that bores you for work that develops your talents.** Job security never existed and never will. Aspire to become accomplished at work that fulfills you, serves others, and supports you. Only by being accomplished will you develop the security and earn the cash you seek.
- Standard 2** **Don’t equate buying a house with realizing the American Dream.** The size of your den does not dictate the quality of your life. Buy yourself a house if the time is right, but leave plenty of spare funds on hand so you can finance work that fits you.
- Standard 3** **Invest in yourself, not mutual funds. It’s more profitable, and more rewarding.** Look at Steven Spielberg, Anita Roddick, Maya Angelou, or Steve Jobs. Their wealth and accomplishments have not sprung from dollar-cost averaging. They bet on their talents. You can, too.
- Standard 4** **Save so you and your partner can flourish, not so you can retire.** Money is the leading source of conflict for couples in America, but it doesn’t have to be. Don’t postpone life several decades and engaging in stock market gymnastics in the interim. Create life today.
- Standard 5** **Set a good example for children—it’s more valuable than giving them any college fund or trust.** To thrive, your child needs a stock of personal mettle, not a fiscal fortress. The best way for her to understand how to fill her life with self-esteem, self-expression, a deep connection to others, and plenty of cash is for you to show her how you’re doing it.

Media kits and review copies available on request.

Bill Devine is available for interviews nation-wide US. Web site: www.wdevine.com
Bill is also available on short notice at 650-329-0200. Send e-mail inquiries to : bill@wdevine.com

Back Pain? Forget drugs! Follow Dr. Rick Barrett's natural ways to handle back pain -- without drugs or surgery

(Houston. February 23.) Back Pain? Then don't take any drugs. They may cause more harm than help.

"There are natural ways to handle back pain without resorting to drugs," says Dr. Rick Barrett, who will give a free talk titled "10 Natural ways to Handle Back Pain" on Tuesday, March 3, 5-7 PM at River Oaks Bookstore, 3270 Westheimer, in Houston.

"Trying to stop back pain with drugs is like trying to stop a fire in your house by turning off the fire alarm", says Dr. Barrett, author of the new book, "Dare to Break Through the Pain: A Guide to Eliminating Back and Neck Pain Naturally, Without Drugs or Surgery" (Brockton Publishing, \$12.95).

According to the February, 1998 issue of Prevention magazine, back pain strikes about 80% of the population at some point in our lives. When that pain hits, most of us turn to medications to turn off the ache. But according to Dr. Barrett, all we are doing is turning off the fire alarm.

"Pain is part of your alarm system letting you know that there is a problem," explains Dr. Barrett. "You want to learn what it is trying to tell you."

And after we discover what the alarm was all about, what does he suggest we do to break through back pain? Here are a few of his suggestions:

1. Use ice. "About 90% of what people do wrong with a back injury is that they put heat on it, when they should use ice," says Dr. Barrett. Ice will save everyone from a lot of pain later on, he says. "Heat will increase inflammation," writes Dr. Barrett. "Ice will reduce inflammation and slow down the nerves sending pain signals to the brain. Use ice first."

2. Take herbs. "Rather than aspirin or any pain medications, take an herb such as White Willow," advises Dr. Barrett. It can reduce inflammation and pain, help in getting sleep, and do it without any side effects.

3. Seek help. "See a chiropractor to find out how serious your injury is," says Dr. Barrett. "You want to be sure you learn from the pain, because that pain is trying to tell you something. A specialist can help."

Dr. Rick Barrett will give a talk on "10 Natural Ways to Handle Back Pain" and sign copies of his new book on Tuesday, March 3, 5-7 PM at River Oaks Bookstore, 3270 Westheimer, in Houston. The event is free and open to the public.

For more tips, or to interview Dr. Barrett, call 281-499-4810.

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Contact: Wendy Welch Gordon
e-mail: wendy@imsafe.com

Phone: (207) 594-4149
Fax: (800) 837-0924

For Immediate Release

I'm Safe at the Mall

10 Steps to Worry-Free Holiday Shopping with Your Child or Grandchild

A lost child needs to do two things: 1) stay where she is and 2) ask a low risk adult for help. "Does your child know who ask for help if she's not supposed to talk with strangers?"

Author Wendy Gordon offers advice to parents and children for the holidays, when malls are packed with shoppers and it is easy for grown-ups and children to lose sight of each other. Based on information from the National Center for Missing and Exploited Children, Gordon developed child safety skills and incorporated them into her new storybook, I'm Safe! At the Mall (\$5.95, call 1-877-669-7233).

"Parents are usually just around the corner," says Gordon. "Taking simple steps to ensure a child's safety can help prevent stress and worry." She recommends the following:

1. Teach children their full names.
2. Be sure they know your first and last name so you can be paged.
3. The next time you shop with your child, make a game of finding low risk adults who can help. Use name badges, cash registers, and sales counters as cues.
4. Explain to a child that if he doesn't see someone with a name badge, he can ask a woman who has children with her for help. He shouldn't go anywhere with her, but he can ask her to find a salesperson or security guard who can help.
5. Review safe shopping skills with your child before you go to the mall. You can pretend you are the child who gets lost and have *your child* tell *you* what to do!
6. For younger children, put their full names, addresses and phone numbers inside their clothing. (A piece of masking tape can be used, although it's only temporary.)
7. Avoid the crowds. Shop early and during non-peak hours if you can. You can also shop through catalogs or the Internet and avoid the crowds completely.
8. If you are buying many gifts, don't get so overloaded with packages that it is hard to move quickly if your child starts to wander. It is better to make frequent trips to the car.
9. Have important information on hand about your child--a clear, current photograph, height, weight, eye and hair color, and unique identifying characteristics.
10. Make note of what your child is wearing that day so you can quickly describe him or her if you accidentally get separated.

I'm Safe! at the Mall (8-1/2" x 11", 32 pages, soft cover, color, \$5.95) and the companion Activity Book (8-1/2" x 11", 24 pages, soft cover, \$2.49) are available from BackYard Books. Call toll free 1-877-669-7233 or visit <http://www.imsafe.com>.

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P. O. Box 1056 • Camden, Maine 04843 • fax: (800) 837-0924 • www.imsafe.com

Editor's Note: Photos, interviews, and review copies available by calling (207) 594-4149.

Procrastination is NOT the #1 time waster

New time management strategies spell difference between success or disaster

"Doing too much at once is the #1 time waster" according to Dr. Jan Yager, award-winning author of 14 books, sociologist and workplace/time management expert. *"It's easy to become more productive and still have time for fun, if you chose to do the right things".*

"Workaholics are usually poor time managers," says Yager. An entrepreneur, consultant, university lecturer, prolific author, wife, and parent to two school age sons, practicing her creative time management principles enables Dr. Yager to achieve a balanced life.

Dr. Yager's recent survey of 234 men and women resulted in the development of **7 key principles for Creative Time Management:**

1. Be active, not reactive.
2. Set goals.
3. Prioritize actions.
4. Keep your focus.
5. Create realistic deadlines.
6. D-O I-T N-O-W.
7. Balance your life.



Of these, says Dr. Yager, **"D-O I-T N-O-W"** is particularly helpful to remember. The words stand for: **D** – Divide and conquer what you have to do; **O** – Organize your materials, how you will do it; **I** – Ignore interruptions that are annoying distractions; **T** – Take time to learn how to do things yourself; **N** – Now, not tomorrow. Don't procrastinate; **O** – Opportunity is knocking. Take advantage of them; **W** – Watch out for time gobblers.

"People tend to create externally the chaos they feel internally," says Dr. Yager. Dr. Yager's new book contains numerous, invaluable ways to find your "hidden time". The easy-to-implement strategies can help people overcome more than two dozen time wasters including: guilt, selflessness, poor planning, fears of success or failure, perfectionism, procrastination, disorganization, lateness, and misusing technology. It also covers how to be more effective by improving your time at work and an incredible list of "125 Top Time-Saving Ideas".

"Creative Time Management for the New Millennium" is a how-to guide which offers fresh insights and practical help to anyone who wants to achieve an organized, productive life.

"Creative Time Management for the New Millennium" is a Literary Guild featured alternate, Publishing date is September 15, 1999 by Hannacroix Creek Books \$14.95 trade paperback, \$28.95 hardcover. Dr. Yager is also author of the classic *Creative Time Management* (Prentice Hall, 1984),

Making Your Office Work For You (Doubleday, 1989) and *Business Protocol* (Wiley, 1991)

Dr. Jan Yager is available for interviews Direct Line (203) 968-8098 (CT) <jyager@aol.com>

Feature story inquiries welcome. Media kits, high resolution color photography & review copies available on request. CALL GLADYS ROSE AT (718) 229-1256, Fax 203-968-0193

FOR IMMEDIATE RELEASE Contact: Dr. Jan Yager (203) 329-8738

POTENTIAL HAZARDS OF WORKPLACE FRIENDSHIPS HIGHLIGHTED BY CLINTON CONTROVERSY

Stamford, CT January 26, 1998 -- "I've long been an advocate of casual not close or best friendships in business," advises sociologist and noted friendship expert Jan Yager, Ph.D. "In my book, *Friendshifts: The Power of Friendship and How It Shapes Our Lives*, I caution against revealing too much to a co-worker or befriending too quickly. According to my research, it takes, on average, three years from when you meet and become acquaintances until enough 'tests' have been passed that you know someone is a tried-and-true genuine friend."

There are friendship and business issues raised by the current Clinton scandal that go beyond the legal issues of whether or not Clinton asked anyone to lie in a sworn testimony as well as whether or not an inappropriate sexual affair took place.

Dr. Yager, who has been researching friendship for over a decade, beginning with her dissertation on friendship patterns (City University of New York, 1983), offers these workplace and friendship guidelines:

- Be cautious about what you say, and whom you befriend.
- Adhere to the "three year" rule by only gradually letting a workplace or business acquaintanceship become a friend and even then try to keep it a casual, non-intimate friendship.
- Be careful if you are new at a job and someone seems overly friendly or pumps you for too many intimate details or business confidences.
- Test out your business friend with "low risk" confidences to see your new friend's reliability.
- Caution, caution, caution. You can be friendly without putting yourself or your job in jeopardy. As Marcia Londe, an Atlanta-based sales executive told me, "You don't have to spill your guts to be friends."

What's Dr. Yager's advice about workplace friendships that turn to romance? "If one or both parties is married to someone else, and it would be an inappropriate romantic relationship, for professional and moral reasons, stay clear of such a situation. If both are single, but it is between a superior and subordinate, or a mentor, find out what the rules are at your company about such relationships. If the company allows it, and you can both handle it, fine; if not, one or both may have to consider moving to another department or even to another company if the romance gets very heated or if it ends."

To find out more about all aspects of friendship including work and friendship, see Dr. Yager's book *Friendshifts: The Power of Friendship and How It Shapes Our Lives* (\$22.95 hardcover), available at local bookstores or by calling (800) 431-1579.

For follow-up interviews, contact Dr. Jan Yager (203) 329-8738 (CT)

FOR IMMEDIATE RELEASE

Dating Expert Felicia Rose Available For Interview

For additional information: Contact Veronique Win or Felicia Rose Adler, Fun-Key Concepts

Phone: 818-341-2775 Fax: 818-885-5203 Web site/email URL: www.masterdating.com

Cures for the Valentine's Blues

Valentine's Day is like the romantic new year. For many it's kind of a judgment day. We look to see am I better of this year than last? Am I a winner or a loser on the romantic front? Singles judge themselves by whether they have a date. Married folks (more so women) judge their marriage based on the plans their spouse makes for them.

Dating expert and author of the hot new book *Master Dating® How to Meet and Attract Quality Men*, Felicia Rose Adler suggests making Valentine's Resolutions (just like New Year's resolutions but about romance). Valentine's Day is an opportunity to take stock of where we are and how we got here. It's a good idea to stop and hold a magnifying glass to our dating/relationship patterns. Decide what is not working in our favor, and make a new plan--some decisions--even goals.

We often spend more time trying to figure out what we want in a mate/date than what we don't want. We may make lists of these attributes in our mind (or even commit them to paper). Doing so is a positive proactive step, but unfortunately, *you can't date a list!*

It's actually more important to know what you are unwilling to accept, and take your time getting to know what you might value in a particular person. It's just like car shopping, you may find a car that has all of the options you were looking for, but is no fun to drive! (Never underestimate the importance of a nice long test drive!) Knowing what you won't accept in a mate allows you to open your mind, while protecting your heart. Valentine's resolutions are a great way to have fun with this common sense approach to achieving the love life you desire.

Examples of Valentine's Resolutions

- ◆ "I only date givers, no takers from now on!"
- ◆ "I will no longer date a man who does not at least have a car and a job!"
- ◆ "I will no longer date women with more than two personalities!"
- ◆ "No more men who spend more time on their hair than I do!"
- ◆ "No more self absorbed narcissistic egomaniacs wearing fake leather!"

If you would like to hold a contest, your readers could send it their Valentine's resolutions. You could publish the best ten. The one with the best Valentine's resolution wins a free book!

- ❑ **Other Valentine's blues Felicia can share the cure for . . .**
- ❑ **Fool proof ways to get the date you want! *Its not too late to get a great date for "V-Day!"***
- ❑ **How men can "stay out of the dog house" and even "get lucky" that night!**
- ❑ **How to get your husband/boyfriend to "cough up" (pamper you) on the big day!**
- ❑ **How to have a great Valentine's Day NO MATTER WHAT!**

Your readers can receive a FREE sample chapter of the book *MasterDating®* by sending a self addressed stamped envelope to "High Impact Eye Contact" 7657 Winnetka Ave. Suite 330, Canoga Park, CA 91306 or see it on our web site at www.masterdating.com For more information, full press kit, review copies and scheduling an interview, contact Veronique Win or Felicia Rose Adler (818) 341-2775 Fun-Key Concepts 20216 Stagg St. Winnetka, CA 91306

AVOID THE WINTER BLAHS BY REDECORATING

Baltimore, MD- The holidays are over and winter is taking over. Dark, snowy/rainy nights and bleak days can be brightened by tackling a few simple decorating projects. Home decorating how-to expert, Donna Babylon, offers over 1200 decorating ideas in her newest book, *More Splash Than Cash Decorating Ideas*. This handy guide will provide you with never-ending ideas to decorate your home, regardless what the weather is doing outside.

- Get your mind off the winter weather and gather together old photographs of your family and friends. Team an assortment of frames (purchased new or recycled) with your favorites and then show them off on a mantel, coffee table, or special shelves added just for this purpose.
- Move some furniture pieces to new positions (or even to new rooms). For example, move a desk that has been against the wall so it sits diagonally in a corner.
- Interchange your lamps from your living room and another room of the house. If the bases of lamps don't fit in with their new locations, cut a large circle of fabric, center the lamp in the middle of it, and gather the fabric at the neck of the lamp. Secure the gathers in place with a piece of decorative cording. Tuck under any raw edges for a nice finish.
- Paint spreads more style for less money than any other decorating basic. Repaint a room a new, fresh color.
- Search through your drawers, closets, attic, and basement for items of interesting shapes. Display them together on the wall for an interesting focal point.
- If you can only have one accessory to decorate your home (especially on those gray winter days), select a handful of fresh flowers. Place them everywhere! Use old water pitchers, antique teapots, or chipped and tattered terra cotta pots as casual containers for an impromptu flower arrangement.

Donna Babylon has appeared on more than 50 home decorating programs on HGTV and Discovery networks. She has been a featured speaker at home decorating and how-to consumer shows around the country for more than 10 years. *More Splash Than Cash* is featured in Doubleday Book Clubs.

More Splash Than Cash Decorating Ideas, published by Windsor Oak Publishing, retails for \$15.95. It is available nationally in book and craft stores. For the location nearest you, call toll-free 1-888-919-8227. To order directly from the publisher, visit the website www.MoreSplashThanCash.com or send \$19.45 (\$15.95 plus \$3.50 postage) to: Windsor Oak Publishing, P. O. Box 172, Casselton, ND 58012-0172.

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Special note: To interview Donna Babylon on this subject or to receive a full press kit or review copy ... contact Sharon Castlen, Integrated Book Marketing, 1-800-949-4416.

Ten Hot Tips For Using E-Mail To Get News Coverage

Welcome to the world of Electronic Commerce. It's amazing but true - you can use e-mail to get publicity with the media. Articles can enhance your visibility, name recognition, reputation as an expert, and position in your industry. But there are some tricks of the trade that are developing in this really new marketing technique. E-Mail PR is not hard to learn, and the benefits are substantial.

The Golden Rule: Target & Personalize.

Four years of Internet experience is there are several essential rules that publicists must abide by in submitting e-mail to the media if they are to avoid the wrath of the recipients and maintain their credibility and reputation as a credible PR practitioner. Here's "10 Commandments for Sending E-Mail to The Media":

1. Think, think, think before you write. Ask yourself why you are writing, and what are you trying to accomplish by writing. Put yourself in the position of the person reading your message. You are a busy media professional. What would you do upon receiving your message? Publish it or toss it?
2. Target narrowly and carefully. Go for the quality contacts and not the quantity. Don't broadcast a query or news release or announcement to irrelevant media. Pick out your target media carefully, based on the industry or readership of the specific media you are targeting. Study the media you are writing to. Write the way the editors write. Make it easy for them to use your submittal.
3. Keep it short -- Trim your e-mail message so that it fills one to three screens. Keep it three to four paragraphs tops. Don't try to sell the media your product. Do try to get their interest and make a request for more information.
4. Keep the subject and content of your message relevant to your target -- it's got to be newsworthy and timely. The subject should intrigue them enough to read your message. Present and propose problem-solving articles which advocate the benefits or techniques associated with a strategy, technique, product or service. This article is an example.
5. If you are seeking publicity for a product or service, or want to get reviews for a new book or software, use a two step approach -- query with a hook and news angle before transmitting a news release, or an article, or offer to send a review copy to those who request it. Offer

free review copies. To avoid angry replies and complaints about unsolicited e-mail send a very brief e-mail requesting their permission to send them a release before actually doing so.

6. Tailor the submittal to the media editorial style or content. Go to a library, read it on-line, or write and ask for a free media kit and a sample copy of the magazine or journal. Study the style and content of the media. Then write the way they like it. Seek to develop a longer term relationship as a regular contributor.
7. Address each e-mail message separately to an individual media target. Take your time and personalize each e-mail. Don't ever send to multiple addresses. It's the easiest way to get deleted without being read.
8. Reread, reread, and reread and re-write, re-write, re-write before you click to send.
9. Be brutally honest with yourself, and with your media contacts. Don't make claims about your product or service you can't prove.
10. Follow-up in a timely manner, with precision writing and professionalism.

Remember, there are real people at the receiving end. Your success with the media depends on your respecting the media and being courteous, plus your credibility, reputation and performance.

Good luck and prosper. It is not hard to garner news coverage if you take your time and do a careful job. The benefits can be phenomenal. E-mail is a good way to make the most of limited funds. You can work locally, regionally, or nationally and all you need is a computer with an Internet connection and e-mail.

You can and should use e-mail to get news coverage for your business, but you shouldn't rely on e-mail alone. When used together with conventional PR (mail, paper, phone and fax), you get the maximum effect. Cultivate relationships with media by becoming known as a valuable contributor. If you give them what their readers want, they give you free publicity.

Direct Contact Publishing operate Imediafax, a service that transmits news releases to custom targeted media lists via fax and e-mail. Call (800) 457-8746 or e-mail to: dircon@owt.com, <http://www.imediafax.com>
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