

Press Releases

Points to Remember for a Press Release

Your press release is your announcement to the world that your book is available. It may be the first impression you make with many buyers. Make sure it is timely and interesting and catchy. Every word matters.

The first paragraph should be short and interesting. It should tell the reader why your book is unique, valuable, entertaining. Here, you want to hook the reader so he or she reads the rest of the release.

The second paragraph should describe the writer and why he or she wrote the book. Leave out information that is not relevant to the book. Mention the title a few times in bold print.

In the third paragraph, give contact information for purchasing the book: Web site, e-mail address, phone number, postal address. To protect your privacy, don't give your home address and phone number.

Finally, make sure your press release is formal but attractive. Use appropriate language, and don't make it sound like an ad. Study good press releases and be sure to use the appropriate format.

Recommended Publicist and Copywriter

Paul Krupin, Direct Contact PR, <http://www.directcontactpr.com/>

Press Release Services - Free & Paid

Locations where you can post free press releases follow. Many of these offer both free and paid services. Please research the value of these locations before posting, as this list has not been tested.

<http://www.pr.com>

<http://www.openpr.com>

<http://www.24-7pressrelease.com>

<http://www.newswiretoday.com>

<http://www.pressmethod.com>

<http://www.clickpress.com>

<http://www.free-press-release.com>

<http://www.pressbox.co.uk>

<http://www.i-newswire.com>

<http://www.pr9.net>

<http://www.pr-inside.com>

<http://www.prfree.com>

<http://www.1888pressrelease.com>

<http://www.news.eboomwebsolutions.com>

<http://www.ecommwire.com>

<http://www.express-press-release.com>

<http://www.free-news-release.com>

<http://www.free-press-release-center.info>

<http://www.freepressindex.com>

<http://www.freepressreleases.co.uk>

<http://www.prlog.org>

<http://www.prurgent.com>

<http://www.przoom.com>

<http://www.free-press-release.info>

<http://www.pressrelease001.com/>

<http://www.10minutebreak.co.uk>

<http://www.freepressrelease.com.au/>