



2. Create and expand your Internet presence
3. Help you position and brand your business
4. Identify new markets where you can expand and test market without spending advertising \$\$
5. Educate your customers
6. Build trust in your company by third party endorsement
7. Deliver a customized message to your target audience
8. Communicate with your work force through newsletters
9. Create a bridge with non-profit and non-competing organizations to solidify your community presence
10. Tell what is really special about your business

PR is part of your long-term strategy and the most cost-effective way to grow your business.

A PR Professional can proactively manage your company's presence and counsel you to assure your business is profitable and protected. Are you experienced enough and have the time to do your own publicity? If not, consider hiring a PR PRO. Remember..the first 2 letters in the word PROFIT are PR!

Call me! I can help!

2.\*\*\*\*\* RESOURCE REVIEW \*\*\*\*\*

I recommend the following book on public relations.  
"Publicity On The Internet" by Steve O'Keefe

3.\*\*\*\* TIPS, TRENDS, STATS AND STRATEGIES \*\*\*\*\*

Many press releases are discarded because they are littered with industry buzz words. In a recent poll conducted by PRNewswire and Business Wire, the most overused words were

1. Solution - "we don't sell products, we sell solutions"
2. Leader - not every company is one
3. Best-of-breed - are you a poodle or a company?

4. \*\*\* INSIDER IN-SITE - "Insider" sites of the month \*\*\*

Check out [www.jargonfreeweb.com](http://www.jargonfreeweb.com) where you can measure the jargon content of your next release.

5.\*\*\*\*\* QUOTE OF THE MONTH \*\*\*\*\*

"Avoid the tendency to quit while you're behind."  
Dave Weinbaum

6.\*\*\*\*\* FUNNY STUFF - Topical Humor \*\*\*\*\*

An office with many people and few electrical outlets  
could be in for a power struggle.

7.\*\*\*\*\* SURVEY ON LINE \*\*\*\*\*

This was the best answer to last month's question.  
Thanks for writing.

Question - How do you market your web site?

Answer - "Networking" says Pete Czuchra of Cybercom, Inc.  
"I use my business card as a mini-brochure and give  
away a useful note grabber promotional item that holds  
notes at a computer monitor. I register my site with  
the major search engines and will soon be publishing  
an e-mail newsletter. Visit Pete at [www.cyber-com-inc.com](http://www.cyber-com-inc.com)  
Thanks Pete!

Got an answer to this month's marketing question? I will  
select one and use your name and company in the next issue.

Question for this month? Have you tried public relations  
to grow your business? What happened? Got a good story?

8.\*\*\*\*\* Monthly Rant \*\*\*\*\*

Why is it that the people with a great business story  
don't even have head shot photos of themselves?  
When the opportunity for a story arises they can't even  
show the guy who had all the great ideas.

9.\*\*\*\*\* Marketing speak \*\*\*\*\*

Freestyle Marketing - The act of extending your brand  
into untraditional markets such as Heinz's green ketchup.



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10. \*\*\* What's Your One Burning Marketing Question \*\*\*

Every month I will answer ONE burning marketing question. Email me a question and maybe yours will be answered.

This month I will answer a question I get asked a lot.

- Q. How do I know where to send my release?
A. READ the publications to which you release. You must match your news to them whether newspaper or trade publication. If your news is not of interest to their readers, they will NOT use your release.

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