



Monthly

JULY 2020

Marketing

Morsels

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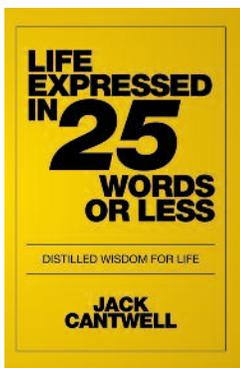
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READY TO SAY I'M B A A A A A A A A A C K ! ? ?

I'm making the assumption for this month's Marketing Morsel that your business is getting ready to return to normal (sort of). Or maybe you just re-opened.

In either case, a marketing tool you should be ready to use is the NEWS RELEASE.

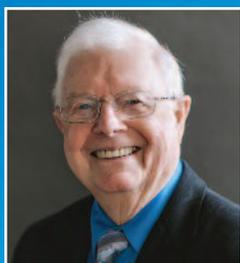
So the topic of our July Morel is **NEWS RELEASE TIPS**.

- First – the header is important. Many businesses use the Press Release header. I always say “News”. “Press” is passive. “News” is active and urgent.
- Write your news to get the attention of the target audience – **the reporter**. You are not paying for publication or broadcast of your message. Get the reporter's attention, starting with a headline that grabs attention.
- If your release is chosen for action and follow up (from among the hundreds of daily choices), the reporter may choose to run

your story “as is”, use it as a reference for his or her own version, or initiate a follow up for an interview. In all of these cases, your release has succeeded.

- If you insist that the message be published as written, you will have to pay for advertising time or space.
- Well-crafted writing is important. If it hits the streets or airwaves, it becomes a third party endorsement of your business. Priceless.
- Reporters are busy people. Be brief. Re-read your work before sending it out and ask yourself “Can I say this in fewer words?” You usually can.
- Whenever possible, send the release with at least one photo. It increases your chance of publication.
- Take the time to build relationships with the media community. They appreciate knowing that you care about their needs.

Hope you all go forth this July!



Call Jack Cantwell at Skylimit Marketing 717-269-0288 for a free consultation. You can also email jack@skylimitmarketing.com or visit www.skylimitmarketing.com

