

Use E-mail to Get More Publicity – and Sell Your Services.

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By Paul J. Krupin

Welcome to the world of Electronic Commerce. While most business people are familiar with the convenience of e-mail, it pays to be aware that knowing how to use it effectively can produce significant benefits, in particular to improve the effectiveness of sales and marketing strategies. E-mail can of course also be used to get publicity with the media – articles can enhance your visibility, name recognition, reputation as an expert, and position in your industry. E-mail PR is not hard to learn, and the benefits are substantial.

Here's 10 tips for sending e-mail to the media – advice that can also be used to market your products and services to prospective customers.

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.

1. Think, think, think before you write. Ask yourself why you are writing, and what you are 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, 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 that 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. To avoid angry replies and complaints about unsolicited e-mail, send a very brief e-mail requesting their permission to send them a release or information pack 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.



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