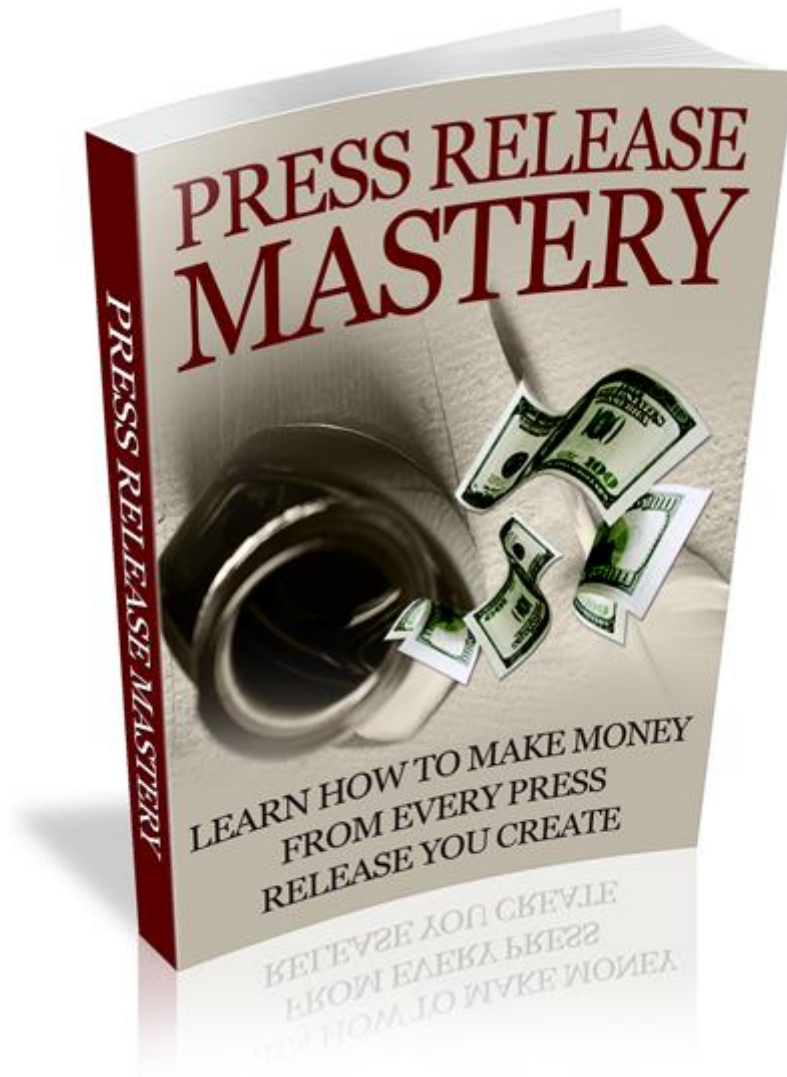


# Digital Press Release Kit



[DigitalThynkAcademy.com](http://DigitalThynkAcademy.com)

## What Is A Press Release

A Press Release is a written article explaining to the media of a certain event, product, or service being newsworthy. Press Releases can be used to announce all sorts of important and media attracting content, and many people today are using press releases to announce everything that's about to happen in their online or offline business. Using these can be extremely helpful for promoting nearly anything, and it can be extremely helpful to have some instant advertisement when using Press Releases.

## **The benefits of using a Press Release**

One of the main benefits is the simple fact that you can easily and quickly grab the media's attention. Whether you're trying to get your local business or television show announced, you can easily grab their attention through a Press Release. Press releases are also very easy to write, especially if you know everything that you'd like to get announced, so you'll find this to be quite an easy task when promoting something that you're knowledgeable about.

## **Is a Press Releases needed?**

A Press Release is definitely worth using because of the fact that they can help you achieve the real attention that you need from the media. If you were to be writing an ordinary article for an article directory, very few people of a high level like from the media will ever read what you wrote. With a Press Release, they are released on a website where other newsworthy information pops up. Thus, everybody who visits that site will expect only newsworthy related topics. Even if something you plan to announce isn't news related like a tragic accident, you can still make them sound or look like it's newsworthy with the way that you write.

## **Are Press Releases hard to write?**

Press Releases are never difficult to write. You may need to write of a certain nature in order for it to sound really newsworthy, but if you already have an ordinary gift at writing, you will find it to be quite an easy task. The only two things you really need are basic writing skills and a good amount of knowledge of the event, product, or service being announced. A good tip is to read other Press Releases on the same topic as your future release, and then create your Press Release slightly resembling that certain style to make it sound professional.

Press Releases are one of the best ways to get your product, news, and basically anything to be read by people who are in need of a good amount of news. Plenty of people from the media are always on press release websites, so you'll get to grab their attention very well. They can be written in all sorts of styles, but nothing is wrong with really trying to go for the technical style of writing to make it seem more professional. With Press Releases, you can easily get the attention you need quicker and faster, and without having to pay huge amounts of money for people to learn about what you have to offer.

## **How to Write a Press Release**

Learning how to write a press release can be quite the tough task for some people. The truth is that press releases are just a bit different than articles, and they require more professionalism in their style of writing than normal. Press Releases have a different structure compared to articles placed on Ezine Articles or other article directories, as the point for those articles are to be informative and helpful, as opposed to press releases that need to be written in a newsworthy format. Writing a press release can be done quickly and easily using several press release websites, but it's usually the writing of the release that's the hardest.

The first way you need to structure your releases is by creating a format. This helps you to layout where all of your most important details about your business or newsworthy content are outlined. Creating an opening that's creative is vital to have, as many visitors are quite the skeptics and will only read when they feel like they want to. Many people are different and would read the entire release even if it isn't the most interesting, but the majority of the people will definitely walk away if you don't know how to attract visitors to stay on the release.

Towards the middle of the release, you want to make sure that everything about the product or service being announced is outlined completely. You want to make sure that everything about it is outlined with a nice format and perfectly created. You want your press release to be very convincing and eye catching, and this can be done usually throughout the middle to make sure that they keep reading. Make sure that it doesn't become boring or seem like you're trying to educate them or even buy something from you. Your goal right now is to get them to read the whole thing and clicking through to your website or whatever it is that you want to send them to. Remember that it's a press release, not a sales page.

### **Writing tips**

I suggest that you change your writing style to technical when writing a press release. Press Releases are very different, and require your writing to be performed differently than normal. Many press releases are promoted with a friendly tone, and while nothing is wrong with that, other big news websites and even the media won't really take too much notice. Be sure that there are no grammar mistakes either, as that can turn people off and make them leave later on.

Writing a press release may not be the easiest task in the world, but once you get the hang of writing more technical than normal, you'll soon see your entire set of press releases easily attracting more attention to whatever it is that you're trying to advertise. Press releases are truly a great way to get your business or basically anything more noticed, so it's important for you to know that creating one can really help out with advertisement as long as you do it right.

### **How Can A Press Release Benefit Your Business**

Whether you happen to have a local business or an online business, you'll find the benefits of using a press release to be extremely helpful for the fast and nearly instant advertisement you receive from them. The truth is that press releases are always visited in today's world, especially since the media and local people online are always going to be in need of something new to learn about. As a business owner, I understand the difficulty involved with getting your business announced to the world, but the best way to finally announce it to the world is to use a press release.

### **How can a press release benefit your business**

A press release is basically where you can announce to the media everything about your business and its official release. A press release can be used to promote nearly anything that's newsworthy, and as long as you have it written nicely and beautifully written to fit as a press release, you can be sure that many people will go on reading the content. Press releases are nice to use for your businesses promotion because of the fact that they can possibly be distributed online. For example, one marketer online got their latest release posted on the business section for Yahoo News. It was quite the big deal for him, considering that he didn't do anything for the release to get noticed. Big news websites like Yahoo are always looking for something good press releases so that they can show them on their news site. Therefore many of the sites, like Yahoo, will roam through press release websites for popular press releases to place on their site.

One of the main benefits is the simple fact that you can easily create one for free using free press release websites. Some of them may not be extremely famous or popular, but if you can create one really nice press release and distribute it several times to other press release websites, you can be sure that many people will see the same press release. The truth is

that you can easily achieve more attention online with a press release, and as long as you do it right, more attention is sure to come.

Many business owners use press releases online not only to write about their opening and launch of their business, but also their new items or products that they sell. This just proves that press releases can always help out your business, as many other business owners have already used it. So, you'll find this to be worth the time. If you want to get your press release distributed even more, then you should really consider spending some cash for those paid press release websites.

A press release can be used to announce nearly anything to the media such as: product launches, new services, accomplishments, opening of a business, launch of a show, and basically anything that you'd like to promote. Just remember that some people don't really care about a press release unless it's written with the utmost quality and design. So, try learning how to create one and see what happens to your business. You just might gain a few new customers from the help from a well written and well formatted press release.

### **The Best Free Press Release Websites**

Using a press release to announce something could be extremely effective for your business and nearly anything that you'd like to finally get announced to the media. What most people aren't so aware of is exactly which press release websites to actually visit. The truth is that there are many online that you can join for free and some for a fee. There are definitely benefits to the both of them, and you'll find many people using these press release websites for promoting anything that they would love to get attention online with the media.

[FREE-PRESS-RELEASE.com](http://FREE-PRESS-RELEASE.com)

This website is extremely worth visiting because of the simple fact that you can easily and quickly create free press releases. This site offers you tons and even dozens of different features when you use their paid version, so you'll find this to be extremely worth the investment in the end when you use their paid features. Nearly anybody can create a press release and easily have it seen by hundreds and even thousands of visitors online. The truth is that it's a very nice website that can offer you some really easy navigation to get you a nicely designed press release.

This press release website is nice to join because of the nice connections they have online just like PRweb.com. They can get you a nice press release featured on many websites online aside from just Yahoo News. They actually have many different levels of accounts, from free to paid versions, so you'll find this to be extremely worth the time, as you can try out the free version to see if you like it, and then try upgrading to the paid versions to see if that benefits you even more.

Press release websites are wonderful to visit because of the vast amount of connections that you have to those big media sites. What's so nice about press releases is that they can really help you out a lot with your overall advertisement. The sites listed above are just a few that are available, but they are very popular and they are definitely some of the best press release sites out there today. So, if you really want to get some great advertisement, these popular press release websites are definitely going to be worth using in the long run.

### **The Benefits To Press Release Services**

Press releases are extremely powerful to use for promoting anything that's newsworthy. The truth is that press releases are quite hard to create. Thus, making it difficult for many people to actually get a press release written and actually on a website that accepts press releases. There are literally thousands of people from the media that are constantly visiting press release websites, and if you want to have a press release that will actually attract many visitors, you need to make sure that it's professionally written. So, if you want to succeed at creating a nice press release, you should really consider taking advantage of press release services.

### **What are press release services?**

These services are basically a set of people online who will provide for you a press release written professionally on whatever it is that you want to advertise. You will still have to provide a good amount of information about the product or service that you're trying to advertise, but you can be sure that they will create something for you which will definitely get you lots of attention. If you want to make sure that it's made nicely, a press release service is definitely worth the investment.

### **What makes a press release service different than an ordinary article writing service?**

This question is actually asked a lot amongst those who really want to get a press release written, but they still aren't so sure as to whether they should go to an article writing service or a press release service. The only difference is that article writers have more experience writing informative articles and not press release type of articles. Press release services have much more experience in this area than others, especially since they know what really catches everybody's attention regarding the release of something new.

### **The benefits to press release services**

One of the main benefits is the simple fact that you don't have to do anything about the promotion of what you're trying to advertise. Simply provide for them a good amount of information regarding what you'd like for them to write about, and you can be sure that they'll create something good, not to mention a press release that's going to actually get everybody's attention. Press release writers are usually very experienced and have lots of previous work that prove their professionalism.

Press release services may not be priced so cheap, but they are worth every cent. Press releases are wonderful to create, and while they are a bit hard to create, you can always use press release services to provide for you the content that you need as well as the proper formatting. These people are worth hiring because they know how a press release should be formatted, written, and created to make them do what the owner of the release wants. So, you can be sure that whatever type of press release you want them to create, they can do it. Just be wise at choosing a press release service, as there are many who don't have so much experience. By simply knowing which services are worth hiring, you can be sure to achieve success through a well created press release.

[Contact Us](#) to take advantage of the Digital Thynk Digital PR Submission Service. Our experts will write and distribute a world class PR for your company that reaches tens of thousands of targeted prospects.

### **What Are Product Press Releases?**

Product press releases are where you write down the announcement of a product. There are times when some people will advertise a new service, opening of a business, and even the achievements of an athlete. However, a product press release is one that can help you

to get a nice set of attention online within just a few minutes of talking about your new product that's about to be released.

### **How should a product press release be formatted?**

One thing is for sure; you need to make sure that you never sell in your press release. People who sell in their press release will barely ever make a good amount of real sales. Those who achieve many visitors and recurring customers are those who actually format the release to simply let others know about their products. If you know how to create some really nice press releases that offer valuable information about your product, then you can be sure that you can achieve success with your press release and sales from the product that you're trying to promote.

### **Can a product press release help with more sales?**

Yes. If you happen to know how to create a nice press release, success is bound to happen for you. The truth is that press releases are extremely powerful to use, and as long as it's written with professional and slightly technical words, you'll find all of that knowledge creating some nice sales for you. Many people in this business today actually use press releases for the new items that they sell, so you'll find this to be extremely worth using. I suggest hiring a professional writer if you'd like for it to truly gain sales and the best formatting possible.

### **Tips when writing a press release for the launch of a product**

Be sure to talk about the latest news on when the product is going to be released. This is a vital aspect, as many people will really want to know about the release date if they happen to be interested. Keep the content flowing and away from grammatical errors, as there is definitely going to be a few times when people will ignore a press release because of the lack of professionalism in the press release. The professional tone is definitely the most important part, so you should really go for that technical writing style in your press release.

Press releases have been used for all sorts of reasons, and using it to promote your business is amazingly worth doing. Just keep in mind that some people don't achieve success with it because of the fact that they don't do it very well, so really try to practice and brush up on your writing skills. If you want to save yourself lots of heartache, headaches and difficulty,

try asking a professional to create a press release for you. It's definitely going to save you a lot of time in the long run and will benefit you in sales ultimately.

### **The Best Press Release Tools and Tips**

Using tools for your press release can be a nice way to get them written successfully and actually get them distributed to many press release websites all at one time. The truth is that you may not have the complete gift to actually create compelling press releases. Luckily, there are still many tools and templates which you can use to actually get the perfect press release written for you quickly and almost instantly. The truth is that these are easy to create for some, and by using a press release creator, now you can have your very own press release made within just a few minutes.

One of the best tools to use is the Instant Press Release tool. This online tool, which is offered for free, actually creates random press releases for you instantly. Just type in the information that you would really like to have in the release, and the tool will make sure to create a compelling press release that will get everybody's attention. Each press release that it makes is of the highest quality, so you can be sure to see your entire press release well formatted, grammatically correct, and eye catching all at the same time.

The only downside to using this is the simple fact that it's a bit confusing to understand at first, but this shouldn't be a big problem once you get the hang on how it works. I suggest that you also try playing around with the tool just to see how it works. Remember that it's still very nice to use either way, and all you really need to do is fix the slight errors and everything will be fine.

### **Tips when finding different tools**

There are actually many tools that can help you to create a press release and send it to some of the many press release sites out there. If you want, you can easily use these to get more than one back link online. You will definitely find this to be helpful for you.

A great tip to remember if you don't find a tool like the one mentioned is to actually sign up to the top press release sites. This will keep you away from simply using a tool that can possibly even damage your chances at getting them to fully be sent to the websites itself, and maybe even get ranked. So, use the tool mentioned on creating an almost instant Press Release, and then send it out one by one to some of the best press release websites.

The tools that many marketers use are hard to find and are usually quite expensive, but they are definitely worth paying for if you happen to have the extra cash. If you'd like to start off small for now, then the ordinary press release tool outlined is definitely going to be worth it for you. The best part is that it's completely free, so you won't need to make a big upfront investment right away.

## **Top Rated Press Release Templates**

Press release templates are simply templates that are made specifically for press releases. Just like how an article template includes only an introduction, body, and conclusion, the template of a press release is just a bit more confusing and more detailed than that. There are many different templates which are used for other forms of press releases. For example, it's not uncommon for people to use a music template for their band in a press release instead of a business template. There's a variety of different kinds which you can choose from, so you'll find using this to be helpful when formatting and creating a press release. It's important for you to know that these aren't really templates where you just add words to them. Templates are what you resemble your press release to be formatted like.

## **The top press release templates**

One of the top press release templates that people follow is the AP style template. This template only requires for you to have an eye catching press release with the top of the release stating why, what, and where, about the product or service being announced. Explain at the top the area, place, city, state, and any geographical information that they would need to know. Throughout the release, explain the launch. If possible, explain what other people have said about the service, product, show, or testimonials about the release. Again, there are many releases for different categories like music, an Internet business, an offline business, television, and the launch of a product. Basically, the list goes on and on, so it's best to find one that specifically suits what you're trying to advertise.

## **The benefits to using these templates**

One of the main benefits to using press release templates is the fact that you don't necessarily need to create your own format or structure of each release. There's no need for you to create any formula or procedure, as you can easily just follow along with the template and start writing the press release. The time that it'll save you is definitely going to be drastic, as there's no need to come up with any ideas all on your own. You can just follow along knowing that the template is what most people in that same business will use.

There are times when some people won't even follow a template for their press release because of all the knowledge that they already have with how press releases are supposed to be formatted. Press release templates are not very hard to find, and if want to save even more time possible, then you should consider using the basic AP style template mentioned above. Remember that press releases aren't articles, so you'll find these templates to be extremely easy, helpful, and a dramatic impact on the sale of your upcoming product or service.

## How To Format The Highest Converting Press Releases

Formatting the highest converting press release is vital for you to achieve, as most of your attention from the media and news watchers will be based on whether or not they'll be able to follow along with what you're trying to say. The basic truth is that the format of a press release isn't like an article or just an ordinary set of content. Press releases need to be newsworthy and sound newsworthy for people to click through or create real sales and attention. With some basic advice, you can easily create a high converting press release that's going to grab attention and make sales.

## How To Format The Highest Converting Press Releases

The first way to format a press release is by creating a powerful introduction that's going to take the attention of your visitors. Their attention is vital to get, especially since it's very easy for ordinary people to lose their interest in reading a press release that they aren't too crazy about. The trick is to reel them in quicker than normal using big headings that will make them stay on the site. Remember that before they actually reach the bottom to follow through to your website, they're going to read everything first, so do this as best as you can. If it was a product being sold online that was just about to be released, I suggest creating words like "Find out how to finally achieve success ...".

This is very simple to do and if you know how to successfully create an eye catching headline, you can be sure to achieve success at a higher chance of more click throughs to

whatever it is that you are advertising. Once you realize that your beginning is strong enough, it's then extremely vital for you to get a really good amount of supportive information. In other words, make sure that you support exactly what you wrote in the title. This is how it works when it comes down to article writing as well, however, it's simply the writing that can decide whether or not the written content is an article or a real press release.

A good tip to use when writing is to consistently keep on leading them to where you want to go or do. So, if you wanted them to actually click onto your websites sales page, you'd need to keep reminding them in a professional manner that they can visit the site. This can easily be achieved when you have a nice opening, have a set of supportive paragraphs, and you put in your website or product's link in between the paragraphs.

When formatting your press release, you want to keep in mind that somebody will be reading it, so don't just keep leading them there and annoying them. A real press release that's going to convert your readers is one that is interesting and simply announcing, not necessarily selling. In the end, you will have tons of different people wanting to learn more about the certain subject or product being released through the help from well formatted and well written press releases.