

Joe:

Hello, everybody. This is Dr. Joe Vitale and I'm very excited to talk about one of my favorite subjects; news releases or press releases. It is an aspect of publicity that I think is an underutilized tool, yet one of the most powerful ones available to everybody out there. I've been teaching people how to do it for years and if you're listening to this now you're probably doing so because you bought my Hypnotic Marketing Formula, which is my favorite and famous formula for turning any sort of business online or not into a big money maker by following the steps that I've created over the years.

You'll want to be sure to go back and read the section on press releases to get a good background on how to write and send out a news release or press release.

So what we're going to be hearing on this educational call here for Hypnotic Marketing buyers only is more about news releases, but in a very unique way. There is going to be a twist to it where we tie it SEO and we'll be explaining what that is in a minute.

So what I did was go looking for the expert on using SEO and news releases, the living legend that is out there on the Internet and everybody knows about him and if you don't I'm going to introduce him in just a second. I want to make sure he's there so Marc are you on the line?

Marc:

I am, Joe. Glad to be here.

Joe:

Thanks for making the time to do this. I think what might be useful is if you tell us who you are; what is your elevator pitch? If the elevator just closed and you and I are on it and I said, "Hey, who are you and what do you do?" What would you answer?

Marc:

Okay, nothing like being put on the spot in the very beginning. I would introduce myself and I would say that my name is Marc Harty and my company is Main Topic Media. What we do is develop programs and products that bring targeted, ready to buy web site traffic on an ongoing, autopilot basis. What really catches people's ears is when I talk about publicity and I mention that with the programs I'm offering really, it gets the cost to maybe 1/20th of what it would take if you were actually hiring someone to do that publicity.

Joe:

Really? That's pretty impressive. So your expertise is with news releases or sometimes called press releases. I understand we don't call them press releases anymore because there is no press out there actually creating papers.

Marc:

Here is the thing; I look at what people are searching for. People still search for the word, "press releases," even though we don't—

Joe:
Print?

Marc:
Yeah, I've heard people call them news releases, I've heard people overseas I think in Australia they call them media releases, but if you look at keyword research, by far, by like a 25 to 1 ratio, that is still the operative term, press release.

Joe:
Well, you know, that's a million dollar tip that leads into a whole lot of our conversation here for the next hour or so. You've just pointed out that you were paying attention to what people are actually typing in. It didn't matter that Joe Vitale says, oh actually it should be news releases and I correct everybody. What really matters is what the public is sitting in front of their computers typing. And that's what a search engine optimizer, which what I think you would call yourself, does. Is that not correct?

Marc:
Yes, yes, and you know things change and evolve and there is also a subset. So for example, press releases is a very competitive term. Every major company, Fortune 500 company, thousands of press releases go out every day. So it is a term that is used and yet now you see terms like online press releases, SEO press releases and those weren't around just a few years ago.

Joe:
Let's start by understanding what a news release, press release, media release, pick whatever the phrase is, but what is a press release?

Marc:
Okay, I'm going to the definitive source and this is what Dictionary.com says a press release is.

Joe:
Okay.

Marc:
And this is an important distinction because I have my own definition, but I'll give you Dictionary.com's first; definition of a press release: An announcement of an event, performance or other news worthy item that is issued to the press.

Joe:
Got it. And what is your definition?

Marc:
Okay, well we're going to be getting into the cause and terms and some of the online methods that I use and some of the things that are open to people. But here is a more

accurate description of what press releases have evolved into. Here it goes: A proven vehicle to instantly and consistently generate leads from the public, the media and other sources via tested, online methods.

Joe:

I like yours better.

Marc:

Thank you. Well, you know it's a more accurate representation of where press releases have evolved into. One of the things I'm excited about on our call today is that I think people have perceptions of what a press release is and we've touched on that with the definitions and yet I think there is going to be some real eye openers that we discover on the call in terms of how press releases can be used in terms of building your online marketing and your online business.

Joe:

And that goes to the next question; why would anybody want to use a press release? To me that's an obvious question but there are bound to be people that are considered newbies that are listening to the call and have a general idea of what a news release is or a press release is from the Hypnotic Marketing product, but why? Just answer why would somebody want to use a press release for their online business?

Marc:

Okay, well I think the most obvious answer and I actually have—I do a lot of speaking on online PR and I usually have four or five main reasons why I advocate doing press releases and the biggest one that is kind of a natural is web site traffic and back links. So you send out an online press release that goes out and that is distributed to hundreds of thousands of other web sites and those links in turn point back to your web site. So that is number one.

Some other things that I think are very impressive and I will say that some of these elements work for both the traditional press release, you know the old press release, if you will. And then some of the new, innovations with online press releases, but just to run through them quickly.

I was made aware of a statistic from an actual journalist and he said that press releases and publicity is seven times more credible than advertising.

Joe:

I have heard so many figures along that line. I actually heard one, and this was even before the Internet, decades ago, that said a news release was 500 times more credible, more believable by the public than advertising.

Marc:

So I'm being conservative, which is seven times.

Joe:

Yes, but still whether its three times, seven times, 500 times, it's very obvious that its overwhelming, it's overwhelmingly powerful to have news out there on your behalf over advertising.

Marc:

Yes, third party credibility and another element that I think is really, it's been exciting for me and exciting for my customers and clients is that with press releases you reach new and different audiences. Audiences that you can't either reach with other Marketing vehicles or advertising. We can get into this a little bit later in terms of some specifics.

And just a couple other things which I think are probably relevant today with the more importance and popularity of press releases is number one the affordability. Before what would you do? You'd have to hire a publicist or a PR firm and it could run thousands of dollars. I know because I had an ad agency and we had a PR department and we charged companies nice, big, fat retainers every month.

Now you can do things directly for a fraction of the cost and here is probably one of the biggest distinctions that people don't understand and hopefully we'll have time to talk about this, is the staying power, the longevity of online press releases. We talked about SEO and when you optimize your press release correctly that stays out on the web for weeks, months and years and is a little traffic vehicles.

We can talk about what kind of content goes into a press release if it's going to be out there that long, but those are just to kind of recap, we talked about the credibility factor, the traffic in links, the reach and influence that press releases, the affordability and then lastly the staying power.

Joe:

And those are all powerful reasons for using a news release so I hope that everybody understands that this is essential to use. Also it is under utilized by most people out there. I keep finding out that people never have even heard of doing this and second, they don't do it and third, don't know how to do it correctly. Then I guess, fourth, this is leading into you, you've upgraded the doing of press releases by adding an SEO twist and that is something I've not done very much with. I have done it a couple of times but I've hired a service to help me with it. But I'm dying to know you're doing this.

So what is SEO for those that don't know and how does that have anything to do with a news release?

Marc:

SEO is an acronym and it stands for Search Engine Optimization. So we have "optimization," a word that has lots of syllables and sounds really complicated and it can be. I ran an SEO firm for several years and that's what actually got me into online press releases. We started doing this and at the time no one was really thinking of doing press releases that could reach people directly because in the past a press release was only

successful if the media chose to cover that topic. If it didn't and it ended up in the trash can, guess what? You struck out.

With the SEO twist and this kind of throws traditional PR people, I will look a traditional PR person directly in the eye and say, "You know what? I'm going to send out a press release and it can be amazingly, remarkably successful and get absolutely zero media coverage." Their jaw drops. And they're like, "How can that be?" The answer is because it's reaching prospects, customers, influencers directly. It still may reach the media and reach the media after the press release appears.

SEO is really the best practices that you can take your web press release content and make it findable in the search engines. So if a journalist is doing a search for a topic or a prospect or customer, we're all used to using the Google to find what we're looking for and now press releases, and I shouldn't say now, this has been going on for several years, press releases are very visible in the search engines.

I think it was two or three years ago Google changed their algo rhythms and algo rhythm is a very complicated word that says they have a formula on how they rank content in their search engine. What Google did is they prioritized certain levels of content. They said you know what? We want to give video, we want to give images and we want to give press releases more exposure in our search engine listing. That was a big shift because what happened was it made press releases, it gave them the ability on first page rankings for certain keyword phrases and very quickly, within a matter of hours.

Joe:

We're going to be taking that apart as we go through this training call. But I want to keep going with some clarifying questions, too. For example, I need you to tell me what the difference is between an online press release and an online article? People who have been listening to me for a long time know the power of writing an article, having it distributed and in fact, long before I started appearing in movies and had a best selling book, I got a name for myself and a bit of a reputation on the Internet as an Internet Marketing guru because of all the articles I'd written and distributed online.

So it's still a powerful way of gaining some traffic. But what is the difference between an online press release and an online article?

Marc:

Right, and just so you know where I'm coming from I'm a big believer in article Marketing, too. If you are doing article Marketing the good news is that it's very easy to repurpose articles into press releases and press releases into articles. But as you mentioned, to do that you need to know what are the differences.

I've basically found three key differences. The first difference is the structure and the format and it's just a little different. For example in an article in the bed of an article you have a resource box and that's where you have a little bio information, maybe a call to action and that's how you conclude an article.

You don't have that in a press release. You have what's called an About section which is like a summary of not just the release but a summary of the company that is bringing you this release. And we can talk about how I write press releases but I also put my call to action a little bit earlier in the press release. So that's the first difference is the structure and the format.

The second difference is I think the audiences. When you submit an article online via an article directory that reaches a certain audience. When you submit a press release online that reaches different audiences. There are different ways you can submit press releases and there are different web sites that you can use to submit press releases so there are a lot of—and sometimes, frankly, it can get overwhelming and we're hopefully going to simplify it for people today, but that's another difference is the audience.

And then third I think is the outcome. I mean there are certain things that happen with press releases. I've really noticed a viral nature with press releases particularly with press releases that have very compelling stories. You'll submit a press release online and then it just has this viral element to it where more and more web sites and blogs and authority sites pick it up. I'm not an expert on article Marketing, there are certainly other experts like you, Joe, but that's one thing I've noticed about press releases about how you submit it through one place and then it kind of takes off virally through many places.

Joe:

I love that. What's the number one reason to use SEO press releases? What is the number one reason?

Marc:

I would say instant and sustained visibility.

Joe:

Instant, we all love instant. Instant and sustained. That's pretty cool.

Marc:

Yeah, we talked about the staying power but here is the thing; people get a little intimidated. People who don't know about it or don't know how to do it and I love the fact that you can, particularly if you're a small company or business with a press release get out there and look like a much bigger company. You know that old real estate adage, location, location, location. It's the same thing with press releases; if you're doing a search online and you see your press release next to a story from *CNN*, a story from *The New York Times* or *Washington Post*, you know, now we talk about that credibility factor, but now you have even more credibility because of who is around you.

Joe:

I've seen that happen many times. In fact even before we started our training call here you and I were talking about a news release I sent out years ago where I as a single author sitting in front of his computer went up against Harry Potter and the media empire

that was behind that book. I was able to use news releases and my news releases not only got picked up but it helped my book become a best seller and knock Harry Potter out of the number one spot. This is the power of a news release.

Marc:

Exactly, exactly. I've had several examples of success stories of authors that have used press releases. I think with your press release it's an important distinction and this is something that I think is a big take away if people are listening and want to write this down; what really made your press release successful is that there was a story. I'm a big believer in doing story driven releases, not announcement driven releases.

So Joe, you didn't just say hey, I've got a new book and I'm announcing it. You gave it a little bit of a twist, a little bit of an interesting angle. I've got the headline right here; Author picks fight with Harry Potter, wins number two best seller, and uses Internet to sell books.

Joe:

Right. And I ended up knocking it out of the number one spot, and my book went up to number one.

You're right; there is a story there and I keep telling people that stories are hypnotic and stories show up in everything that I do, whether it's an email or a web site or news or press release or a media release. Stories are what the media want, not an announcement. That ends up being an ad. But a story.

Marc:

One other thing I see that you did, which I also advocate, and this is—I share this with people because it's an easy way for them to—there's nothing more intimidating than looking at a blank sheet of paper or blank computer screen and thinking what do I write about. But if you can have some things like have a template like what I'm about to talk about, what I'm about to share with you, it makes it that much easier.

When I look at your press release a thing that emerges is what I call a persona. I advocate where it makes sense to adopt a persona. So when I look at your press release, and a persona could be a—it's kind of a fancy term but it's really just kind of role that you play. So when I look at your release I think of the role of the underdog. Here are you taking on this huge media empire and winning.

Joe:

That's another wonderful tip, a persona, a character. That is part of what I've been doing and sometimes I talk about it and sometimes I don't. So that's like a nice little gift that you're pointing out.

I want to keep going here because this is all really rich material. I want to know how you write SEO news releases, press releases differently. What is your little M.O., what is your formula? Reveal that to us.

Marc:

The good news is that I have a 7 point formula for writing press releases and the actual structure of it is pretty similar to the traditional release. We can dig down a little deeper, but just going from like the top of the press release down through the bottom, let me just kind of run through the 7 points. It's pretty obvious and I can talk about the SEO tweaks that I do, but obviously the first point of the 7 point formula is number one; headline.

Number two; there is a summary. This is like a two sentence description on what the press release is about. Number three; the intro paragraph and this is key. You really want to play off of the headline. The purpose of the headline is to get them to read the first line of the copy; the first line of copy's intention is to get them read the intro paragraph. Number four; quotes. This is if you are writing a press release like you did, Joe, you could actually for your Harry Potter success story, beating Harry Potter, you can quote yourself. I mean you can quote yourself, you could find a third party quote, maybe reference research study, but that's another difference like we talked before about difference between articles and press releases and press releases it's like it's a news story. It would be like if a journalist had the time and the focus to cover your specific topic, that's what they would do. What they would do is they would interview you and find one or two quotes that make sense and put that in the story. You did the same thing in the press release. That's number four.

Number five; support points. Press releases need to be fact based. This isn't sales, this isn't promotion. This isn't like we're number one. This is what support points can you put in there that document and back up what you're saying. For example, with your release, you had a fact. You had the book sales and that is a support point.

Number six; and this is a key take away and this is something that I'd say a lot of people, a lot of experienced PR people don't do, is have a call to action in your press release. I'll give you my two best calls to actions once I get through the formula.

Number seven; this is something that is consistent from release to release and that is that About paragraph. An example we mentioned with your release it wouldn't necessarily about the book, but it would be about your company and about you.

Joe:

Got it. Two questions for you at least on this 7 point formula. The one that throws me off a little bit is obviously the headline and that is important everywhere, but you have a summary under the headline. Is the summary your first paragraph or is your summary some sort of like a research blurb? What is your description of a summary?

Marc:

Great and I'm really glad you followed up with that question because it can confuse people. This is really predicated on the fact that when you submit your press release online, that's what the web site, the press release site, that is what they ask for. So when you're filling in the online form, they are going to say, put in a summary of your press

release. Here's the thing; a lot of times people aren't prepared for that because when they write a press release the traditional way they don't put in a summary. But this is a change when you submit press releases online.

Joe:

So it's like two or three lines, like if I Googled something and it came up as a news release, those two or three lines under my Google research are probably what I put in or you put in the news release.

Marc:

Yes, and the summary—I'm glad we're talking about this summary because a lot of people when they get to the point, they're online, up against a deadline, they're submitting the press release for distribution and they didn't account for the fact of needing to have a summary so they just kind of throw something in there. That's a huge wasted opportunity because when you see the press release in a search listing online you're going to see the headline of the release and guess what you're going to see? You're going to see the summary. So that is key information that you can convey and just as kind of sneaky aside here and you wanted one of my best secrets, one of the things I started doing is I would actually sneak my URL into the summary.

Joe:

I love it. That's an embedded command right there in hypnotic terms. Also my other question is the call to action. That's also unusual in press releases, news releases. You said you had an example or a tip or two on those.

Marc:

Yes and let's look at a frame of reference. The typical press release if there is a call to action and there really isn't, it's really a call to inaction, would be something like, "Visit our web site, blah, blah, blah, call out toll free number, blah, blah, blah." There is no incentive, nothing that motivates people to take action. I'm not suggesting going crazy and saying, "Sale, sale, buy, buy, expires at midnight." That's not appropriate. You still need to conform to certain requirements of the press release and the structure of the release.

I've done two things; number one, I've done a call to action specifically for reaching people directly, prospects and customers and that would be I would offer something of value. A special report, some complimentary consulting, access to a research study or whatever it is and then drive them to a specific landing page or squeeze page where they can get that item that I mentioned. Now that is helpful and that works and is great but here is the thing; we don't want even though we're doing online press releases we still want to do whatever we can to maximize our opportunity to get media exposure so a lot of times I'll actually have two call to actions. I'll have one for the reaching our prospects and customers directly, which I just shared with you, and then I'll have another call to action for the media. The one for the media might be something like, to arrange for an interview, to get background information on this, go here. Then what actually I'm doing is sending them, with those calls to action, I'm sending them to different places. I'm

sending the call to action with the prospects and customers to a landing page where they can access that special report or whatever that item of value is and for the media I'm sending them to another area on my web site, like a media room or page that is really tailored just for them. They feel good because they feel like they got their needs met and they don't have to—they don't like to have to opt in. They feel like, we're the media just give us the stuff and information now because we're on a deadline. So you want to make sure you appeal to them and this is a way you can do that.

It's remarkable because I think people still follow that AP or Associated Press for a press release which is there is nothing in there to a call to action and yet and I'm calling you with a call to action I'm just providing the next natural step for people to go to. The press release shouldn't tell the entire story. It should wet their appetite and get them excited and then want them to follow up and go the next step which is going to your web site and getting more information.

Joe:

I want to reiterate that one because the news or press release does not have to tell the whole story. Too many people think they have to be a writer, an author, they have to be something creative to write the whole article and that's not true. A news or press release in my experience has been one page, it's been very focused, it answers the key questions, it does have things like a call to action in there and I love that you have a summary in there and that's a new tip and twist to all of this, but it doesn't tell the whole story. Giving them a story that they can run with or they can develop themselves. That's how I look at this.

Marc:

Yes, and that's a great summary of what we just talked about.

Joe:

Your 7 step formula is great, but the last one on it, the About, probably needs another second or two of explanation because just by itself I'm not sure we'll all understand that.

Marc:

This again is something that is consistent with the previous, I guess the more traditional press release structure and that is you've done your call to action, you've got the links to your web site and then there is just an About section. The About section is something that is if your press release has a certain topic, and we mentioned yours was about your book. The About section is more general, more broad, it provides more additional context. So it might be some biographical information about you, it might be information about your company, if you're a speaker a great thing to put in there is things where specific platforms you spoken on or conferences you've spoken at that carry credibility. But it's really an opportunity, one last opportunity to build credibility with your audience.

Joe:

I love it. The one question I'm dying to ask here and I bet is on everybody's mind getting to this point, is how you improve a news release by making it more SEO friendly. So I

need to know about keywords. How do you find keywords and how do you get them into your news release without seeming wooden or awkward or clumsy writing it. I am very interested in that question.

Marc:

That's an important distinction because I think people have gone and we've talked about SEO at the beginning of the call and it's easy to swing too far the other way where you are trying to really appeal to that robotic audience, the search engine spiders and bots and you forget you're actually still talking to human beings.

As far as keywords you can use Google has a free keyword search tool, and you just go online and search Google keyword tool and that will actually show you how many searches a month are happening for certain keywords and once you have a list and I'm going to share some secrets that I offer to my folks, and that is that if you are doing any kind of Marketing you are probably using keywords in maybe pay per click advertising, maybe in some other vehicles and in my testing and I do a lot of testing and I've tested hundreds of thousands of different releases, the type of keywords used in press releases are a little bit different than the type of keywords you'd use in advertising.

I'll give you an example of what I'm talking about is if you are searching and you want to buy a digital camera. I just bought a digital camera, it was a Canon like Vixia I think but I knew the exact model number, exact name of the digital so I went to find the best price on that camera. So those were the keyword phrases I was using. However, if in a press release I want my keywords to be a little bit more general, a little bit more broad, just because that gets wider news appeal. So I may just use the more general term of digital camera.

Now that being said, I also want to make sure that I cover my bases so typically my formula is that I have primary keyword phrase and I have a secondary keyword phrase. So my primary phrase maybe something broad like digital camera, where my secondary phrase may be a little bit more specific which it may say, Canon Vixia digital camera. That way I feel like I've got the best of both worlds because I've got the wide exposure and then I have what's called the more long tail keyword phrases. This expression, long tail, it doesn't get the big number of search but it has a consistent number of smaller searches that last throughout time. So that's the strategy in terms of the type of keywords and the structure in terms of where you put the keywords in the release, you want to have your keyword phrase in the headline, you want to have it in the first paragraph and you want to have it in the last paragraph and maybe one to two times in the body copy.

Joe:

Let me push for clarification because I'm imagining there might be people listening who don't have any idea how to find a keyword for their own business. So we told them to use the Google, whatever that is called. Do you know what that is called so we can tell them directly, the Google word keyword searcher.

Marc:

I would just do a search for Google Keyword Tool.

Joe:

Google Keyword Tool.

Marc:

And actually the way this keyword tool came to be is that ad words, the pay per click ads you see along the right hand side when you're doing a search, that's Google ad words and they had this keyword tool available for the people that purchased ad words and then they eventually made it free so that anyone can use it, you don't have to be an ad words customer.

Joe:

Got it. What about when they get to the Google free keyword searcher, the tool, what do they put in there? I'm imagining someone who has an accounting service, or someone else is selling soap over the Internet and they say to themselves, "I want to send out a news release, but I don't know which keyword." How do they begin the search for the keywords that are relevant to their business?

Marc:

My initial reaction is that is a call unto itself. But I'll give you some high level tips. One is you may want to do before you actually get to the Google keyword search tool, is you may want to just experiment. Go to Google itself and say, okay, I'm in Dallas so I may type in Dallas Accountant, Dallas CPA, Fort Worth CPA. That brings into another element which is geographic keywords. So particularly if you have a brick and mortar business or if you events, you want to see what kind of searches or how many searches are happening on a month to month basis for those specific keywords.

You can play around geographics, you can—there are other elements you can use, but my advice is to experiment first and just do a list on your own and actually do searches and see what comes up as you go through this process and you'll get more and more ideas about the type of keyword phrases to put in. Don't be too concerned if the phrase gets a little bit longer. I mean that is one of the trends is that search engine Marketing has gotten more and more evolved and keyword phrases have actually gotten longer and around the .com bubble around 2000 keyword phrases were like one to three words and now it's not uncommon to see keyword phrases that are three, four even five words.

Joe:

That's amazing. It's obvious that you have a tremendous amount of information on this and I will be giving out a link for people to go and get more information about what you do and what you offer. In fact I think the link is www.HypnoticMarketing.com/prtraffic .

Marc:

That is correct.

Joe:

Okay, www.HypnoticMarketing.com/prtraffic. I'll give that out again later. So I'm talking to Marc Harty, we're talking about press releases, news releases, online releases and improving them with SEO.

Even once you get the release done, we've used your 7 step formula, we've used Google, we've come up with keywords, we've inserted them in the headline and first paragraph and at the end of the news release; what are some of the best ways to get that SEO press release out there?

Marc:

That's where and this is another benefit of online press releases is that a key distinction from the old traditional press releases, that is one to many. I mean in the old days if you would be faxing press releases, you may be mailing them or emailing them, you may be targeting specific journalists and specific media outlets.

The great thing, the great time saver with online press releases is that you can go to a press release site, and I can mention the ones I use and have gotten good results from and that is the one to many model. You submit that release just once, just upload to that press release site and then that site sends out the press release to the hundreds of thousands of other web sites.

Joe:

I've got to know which sites do you use?

Marc:

One that I think we've both used and have good success with is a site called PRweb. PRweb has—and this will get into another area of our conversation, at one time PRweb was free and they have I think it's been two or three years, they have eliminated their free services. So now when you want to send a press release, the minimum package for PRweb is \$80.00. People who are used to submitting articles for free are like why should I have to pay. That is a pretty involved conversation and I've done several blog posts about free versus paid.

The way I like to look at it and the way I justify it is this; if you optimize a press release correctly, and we've talked about where to put the keywords, and you have the story, and you submit it, what you end up doing and because that press release has the staying power, you're getting your click price, how many clicks you get from it, how many visitors you get, its getting down to less than \$.05 per click, which is a very reasonable price.

The other justification I use is that you know what? It's not my job to buy software, update software on how to effectively send out press releases. That is PRweb's job and so what I'm actually doing when I'm doing when I pay that fee is I'm releasing that software and they do a great job of it and they are spending thousands if not millions of

dollars in continuing to innovate that software to make it more and more effective. So I'm more than happy to share my \$80 with them.

Now you may say gee, do you have any other paid sites where it's not as much. Sure, and there is a site called Webwire and they have a \$20 and a \$50 package. I haven't gotten as good results with them but I have gotten results. Here's the thing, it's important to test. My definition of online press release is test the online method. So you want to test, you want to test different providers. You can test PRweb with one release and you can test Webwire with one release.

Joe:

But hands down, PRweb is the one you use? Is that what I'm hearing?

Marc:

Yes, yes, hands down.

Joe:

Okay with that in mind, what are a few must dos before submitting a news and press release to any distribution service, not just PRweb. Is there a check list, or something that you use, your own secret little must do list?

Marc:

Sure, sure. And Joe, the two biggest stumbling blocks and the two areas where people get stuck with press releases are on the writing and creation side, which we've kind of talked about and on the distribution side. There is a lot of intimidation involved because typically people are up against a deadline and they need to get it out quickly and sometimes they unfortunately take short cuts and shoot themselves in the foot. This is a great question because it helps the people listening to this call to prepare and go step by step on how to maximize that press release exposure.

Number one and I'm interested in your response, but I really like to target my press release distribution for certain days of the week. My best days are Tuesdays and Wednesdays.

Joe:

Interesting.

Marc:

Doesn't mean that if I send out a press release on Thursday or any other day of week I can't get results but in my tests Tuesdays and Wednesdays are the sweet spot for when I want that press release to appear.

Joe:

Now that is a million dollar tip. In my own research I have found Tuesday to be hands down, without question the day that leaves all other days in the dust when it comes to news. Sending it out over the weekend is just bomb. One little proof that I have that this

works, watch the TV advertisements for when a new DVD is released. I love watching movies and it will say the next movie is coming out, such and such and have a big preview for it, and then it will say, released on Tuesday. And every time I see that for years now, it is always on Tuesday. I don't know what they've found out but it has to be that if we release a movie on Tuesdays we get more sales than if we do it on Monday or Wednesday. I found the same thing with online Marketing when I send out emails, my best results come if I mail on Tuesday. I've found the same thing if I send out news and press releases and my best results were on a Tuesday.

Marc:

I love that you made the connection on the DVD release, and that's a great tip. That is something as Marketers we need to be mindful of because there is so much that has already been done that is tested and works and we need to be watchful and as you mentioned, there is a reason that they do that and because it works.

Joe:

Exactly. Well, we're running out of time but I still have all of these questions, so I'm going to jump to what are the most hot ones for me, the hottest ones. Are there some topics or subjects that work better than others and if so, what are they when writing an SEO press release?

Marc:

Obviously, there are any number of topics under the sun. I'm going to kind of tweak your question a little bit, it's not so much topic as focus. I think what you proved and what I have also proved is that if you can take your topic, whatever it is, and tie it into a current event, something that is happening right now, it takes your press release to a whole new level because there is this huge buzz already around a specific topic. And now you can just kind of ride that wave rather than create all that momentum yourself.

Joe:

I love it, that is my number one way of getting myself attached to the news. I'll just look at what's going on in the world right now and find some sort of way to comment on it or write about it and I'll find a way to attach myself to it.

I have a built in flow going on at that point; the attention is already on that story, I just tie myself to that story.

Marc:

The other thing that I think is so powerful with that is that I think it is a total reframe because people are like I've got a new product and I'll do a release, I won an award, I'll do a release. But that stuff is kind of all just clutter. There is no story there. But if you can tie into a current event or something that is making news now you and your product and topic have been enveloped in that aura of news because of what is happening in current events. It's easy and just a matter of like what you said, checking what's happening and you have a goldmine with just what's happening with celebrities.

I had a customer who made baby swings and a few years back when Britney Spears was having challenges and she dropped one of her children and driving with one of her kids on her lap. He actually did a tie in with maybe Britney would be better parent if she had the right baby swing.

Joe:

Yeah, that's kind of thing you need to do. Can I press you a little bit and put you on the spot going back to my pretend listener who is the accountant in maybe Dallas and my other pretend listener who is selling soap on the Internet; how would you say they can tie into current news? Because again, I'm imagining someone listening and they're going, great, Joe, it sounds great and sounds wonderful, but I'm sitting here selling soap on the Internet. How do I tie that into what's going on in the world right now?

Marc:

Which would you prefer, tackled accounting or soap.

Joe:

I'll make it easy and let you choose the one you like.

Marc:

How about I provide more value and do both.

Joe:

Good for you, alright.

Marc:

Accounting; one of the things that hits me is with accounting all the numbers have to add up, whether it's someone's check book or business. However, when it comes to the Government, it's the exact opposite because they are always running a deficit. So you have a never ending wealth of material just by the Pentagon spends \$700 for a toilet seat. I mean there is just all this ripe material that you can use as a spring board, but certainly all the Government accounting issues, that is something. Again, it brings to mind what a core competency for an accountant would be in that you need to make sure the numbers add up.

Joe:

Got it. What about the soap person?

Marc:

That's a little bit more challenging. So what I would look at is there are different angles with soap. Obviously soap is a simple, basic human function of keeping clean but now we look at soap and it's taken on—I went to a store in the mall and my girlfriend got me this like this huge bar of soap that was like \$7. So soap has gone gourmet. Soap is now, it's not just for basic need to keep clean, now it's got aroma and it's got all these different facets. You've heard of Romancing the Stone and I think you could do Romancing the Soap.

Joe:

I like that one. As you were talking, I was thinking I just came from Russia and I was in Peru before that and all of the airports over there the people working there are wearing face masks because of the swine flu. I couldn't get off the plane in Russia until a doctor came through and took every passenger's temperature to find out if they had swine flu or not. I was thinking, what about a swine flu soap. What if there was some sort of soap said was disinfectant or helped prevent swine flu because swine flu is obviously still in the news and you can find articles on it all the time. But just off the top of my head a person selling soap can tie it to a soap of some sort that helps prevent swine flu, and they can't say it heals it because you'll cross the line there. But that is tying into current news.

Marc:

That is brilliant and actually I got back from London and there wasn't—there is kind of a mild concern, but not nearly what you've experienced in Russia in terms of swine flu.

Joe:

In fact I'd forgotten about how paranoid they were until just now. But onwards here before I run out of time, and I want to respect your time. I'm talking to Marc Harty and he does have more information at www.HypnoticMarketing.com/prtraffic. Also, Marc, I want you to give out your blog because you said you've been writing on it about free versus paid and probably doing a lot of in-depth stuff there. Where is your blog at?

Marc:

My blog is 30minutePR.com.

Joe:

Is that spelled out the 30 or...

Marc:

Well, ya know, my answer is as a Marketer I went and reserved both domains.

Joe:

Good for you.

Marc:

So if you look at it in terms of the masthead on my web site, it's the number, 3-0 minute PR. But if you actually want to spell it out, that works, too.

Joe:

Great. A couple more questions before I let you go here. I know a lot of people are busy and probably really inspired and excited about writing their own press releases and search engine optimization and getting them out there with PRweb and expecting results, but what if they don't have the time? Is this something they can outsource to a web master, a free lance writer, you, I mean, somebody. What is your answer to that one. If they say they just don't have time for this.

Marc:

I have a two part answer; one is if you want to do it yourself and everyone is busy and you need to gain time, start with a template. We just mentioned my blog and I give away one of my best templates just because I want people to take action with press releases. And my template sounds like a little like I'm tooting my own horn, but it's just that I provide value and there are some people saying that templates are nothing more than an outline. In my mind an outline is not a template. A template is something that is formatted where you can literally fill in the blanks and have a finished product. That is number one instead of looking at that blank computer screen, find a template and that may accelerate and make available to you still doing it yourself.

Can you outsource? Absolutely. What I would suggest is that if you do outsource is that you do a brief, a document that contains what are the points you want to accomplish, what are your objectives and really provide some details and information and some additional resources. So that if you want to outsource to your VA, or whatever, say here is what I need to do is a press release, I listened to Marc and Joe and I signed up for an account with PRweb and Webwire, you can check out this template and here is the other thing, PRweb by itself has a lot of information on how to do press releases. You could send your outsource person there to get up to speed. But yes, you absolutely can outsource it.

Obviously, if people want to invest in my program it's tailored to people who want to outsource because I have step by step videos that show people exactly what to do.

Joe:

Wonderful. Couple more questions. Can we add audio and video to a press release?

Marc:

Yes, now not every press release site let's you do that. It really depends on which sites. PRweb and this is where I'm going to mention another site, PRweb will let you embed video, but it comes at a price because now instead of spending \$80 for a press release you are spending \$360 for a press release. If you really want to show case video, there is a service I've used called Pitchengine. Pitchengine positions themselves as a social media release. We were almost out of time so we haven't even talked about the press release now has a social media component to it. But what Pitchengine does you can add video at no cost, and you can add a slide show, not just images, but images that appear and dissolve and so forth and a number of other social media kind of things like audio that you can upload a podcast or whatever. So the answer is can you add it; absolutely with the understanding that you have to go to specific providers that are a match not only for having that capability but also a match for your budget.

Joe:

That is a great tip. Let me ask you a final two questions I guess; what about using online PR with Twitter or FaceBook. We just mentioned social media, and I've become a Twitter addict recently and I just started following you the other day, so I know what

you're up to. How do you use online PR with Twitter or FaceBook. Can you give me a short answer to that?

Marc:

The short answer is go to a provider that has that social media capability built in. PRweb does so they help you connect the dots between your press release and Twitter and FaceBook.

Joe:

I didn't know that. That is a good one. This is amazing, I could talk to you for hours. You obviously could talk about this for a very long time and you have so much information and so much more available. I want to make people know I've been talking to Marc Harty, go to www.HypnoticMarketing.com/prtraffic to learn more about his system which I approve of and am dazzled by. This is taking everything I've been talking about with my Hypnotic Marketing formula and taking it to a new level, it upgrades it.

Marc, I wanted ask you, what is the take away or the to do that you want the listeners to do next? What are the next two or three things you want them as soon as they are off the recording and start taking action, what do you want them to do first, what do you want them to think about first, what is there that you want them to have in their mind?

Marc:

Number one, because we're delivering this and its audio and we know that people learning modalities a lot of people primary visual. They need to see something. I'm going to provide for those visuals, and I'm a visual person, so step number one is get access to a template. You can go to my web site, go to PRweb but really look at what is that press release template look like, what is the structure so you can begin to kind of see how the pieces are in place. You can as an overlay apply my 7 point formula. That is number one is the template.

Number two; go to PRweb and just poke around a little bit and sign up for an account and look at some of the educational material about what makes for a good press release.

Number three; sign up for if you don't already, sign up at Google Alerts and put in what you think is you keyword phrase. So if it's Dallas CPA or the soap person, the swine flu or whatever your keyword phrase is, sign up for Google Alerts because what Google Alerts will do is assemble stories that it finds in Google news and email those to you. That is all automated you don't have to manually search and that is a way to keep your finger on the pulse of your market.

Joe:

I love it, I use Google Alerts for several things. I have a new book out, [Attract Money Now](#), which I'm giving away and anyone listening can go to AttractMoneyNow.com and they can read the eBook version for free. But I also put that phrase in Google Alert so I can see what people are talking about when they get the book, if they have blogged about

it, or done anything online Google Alerts will tell me. I do that with several other things including my own name so that I know when Marc starts to write about me on his blog it will show up on Google Alerts.

I love PRweb so I recommend that. I also have software, my Hypnotic Writing Wizard software, which is for PCs not for MACs, does have a template in it for writing news releases and that is the HypnoticWritingWizard.com.

Clearly, to get more information about all of this first of all, review the Hypnotic Marketing Formula that I've developed and be sure to read the first section dealing with press releases and re-listen to this entire call this training call with Marc Harty and then of course, go to his site and get his system which is www.HypnoticMarketing.com/prtraffic.

Marc, I can't thank you enough for doing this. Any last words, jokes, recipes, anything you want to share with people before I hang up?

Marc:

Yeah, one final note and this is something that didn't come up in our call and I think you'll appreciate this and it will resonate; don't look at press releases just transactionally. Have a strategy behind it. And one final tip I have for people is I like to do press releases in threes. So for example, I'm coming out with a new product launch; I'm going to do a teaser press release and that is number one. I'm going to do a press release when I launch and then I'm going to do a follow up press release talking about the results of the launch and maybe some success stories people have using this product. So you can see pre, during and post. That is a really good formula I've used consistently. You don't have to do that for everything you do about a press release, but the good thing is, the more you send out press releases, people will find you. You can't just send out a press release and expect the world to come to your door. You have to be consistent.

Joe:

I love that tip and in fact I need to confess that you've just inspired me. As much time and effort and money and everything I've been putting into my new book, [Attract Money Now](#), I have not sent out a news release and I'm sitting here going, my God, that is part of my own formula and I haven't done it yet. Now, that I've gone through this whole learning experience with you, not only am I excited about doing it, but I want to do it with the SEO improvement to it and then get it out there fast.

Thank you for inspiring everyone but thank you for inspiring and informing me.

Marc:

Thanks, Joe. That means a lot.

Joe:

This is Joe Vitale and I've been interviewing Marc Harty. Go to his web site, www.HypnoticMarketing.com/prtraffic. Go back and review Hypnotic Marketing the

formula and go have an awesome day and expect miracles and thanks again. Thank you,
Marc.