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Press Equalizer

“Traffic, Links, Indexing, and Press *In 7 Days or Less* – All With 1 Tool”

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I. The Goal

Dear Friend,

Congratulations on owning your new copy of Press Equalizer. With it in your hands, you are now able to:

- 1. Flood Your Website With More Backlinks – Upwards of 100s if you use it effectively.**
2. Get any website you want spidered for inclusion into the major search engines in under a few days.
- 3. Gain significantly higher search engine rankings in less than 7 days!**
4. Enjoy thousands of targeted visitors pouring into your website (this alone could equal a nice affiliate check)
- 5. Plus, possible contacts from media for HUGE promotion opportunities.**

It simply works by using the power of press releases, combined with online PR distribution services and this new software that automates the submission and creation process!

Best of all, this incredibly easy and nearly-effortless strategy is highly effective to get an edge over your competition because practically nobody else is doing it!

This allows you to get ranked over your competitors who aren't doing this in mere days... because you now have dozens, if not hundreds, of incoming links they don't!

Throughout this report, you are going to learn how easy it is to create an effective press release to get the maximum effect out of the web medium.

Then, after you have enjoyed the success of your release on the web, you will learn how to take it, modify it, and gain more attention from television, radio, or print media.

So, if you're excited and ready to prove this strategy to yourself, then let's get started by covering...

II. The Mindset

Before you can write a successful press release, you need to be aware of a deadly mistake. It is so lethal that it is the single biggest reason press releases fail. When you hear it, you may think it is common sense.

In fact, it is. But as you start writing your press release, you may accidentally fall into the trap and do it anyway. Many do.

The mistake is simply this... Don't pitch your product or focus on you.

At the very first “whiff” of a pitch, or having it focus too much on you or your company, you’re dead. Plain and simple.

For example, if you want to promote a new book and the headline is, “New Author Writes Book on Enjoying Life,” then you’ve already added a “whiff” of your ulterior motive.

This is compared to a headline that says, “More Happiness, Fun, and Enjoyment in Your Life in Only 3 Easy Steps?”

Your focus is no longer on YOU, but on the READER. Big difference. Because...

The media reviewer’s job is not to give people or businesses publicity, but to provide a valuable resource to his or her readers, listeners, or viewers.

The media who review your press release do not care about your business, but their readers. It’s their job.

So, with that said, there is a rule of sorts when it comes to writing your press release. It is a certain mindset that you must keep in mind.

As you write your press release, picture what the media reviewer and their readers want. Instead, of what you want to tell them.

Ask yourself, “What type of NEWS are you providing?” and “How does it affect the public?”

Additionally, for the web, you must keep in mind that many of the readers of your press release are going to be targeted prospects and not just the media.

What can you say that will grab somebody by the neck and give them no choice but to read your press release...AND then...

Be tempted enough to go to your website and take action?

To gain hundreds of backlinks and to receive thousands of visitors so you ultimately earn more cash in your pocket, then you must answer these questions.

You must remember your company is not the focus of the release. Nobody cares about your company, but what you have to offer of interest for them.

When you are able to tell people what they get, then you can't help but interest your audience... and receive amazing benefits as a result.

So, to sum this up, remember: You're not informing people about your company, but you're informing them about their interests.

We'll talk more about what people's interests are in part III, but once you have this mindset down pat, then you are over 90% done. The remaining 10% is merely learning...

III. How To Do It

Now, we are going to learn how to create a highly-effective press release focused on the web medium.

Each aspect plays an important part in:

1. Getting the media to contact you
2. Having website owners pick up your article for content on their site.
3. Generating sales or leads from those who read the press release and visit your site.

So, unlike press releases for other mediums, the biggest benefits you get can be for your website, instead of just obtaining press.

For this reason, we need to talk about how to make your press release ready for the search engines.

Let's begin by learning how to pick keywords you want your press release ranked for.

For instance, if your website sells wedding cakes, then you probably don't want to attract traffic from the search term "cake." Why not?

It's too general. Instead, you probably want to be highly ranked in a search term like "wedding cake" or "professional wedding cakes."

Now, to find out what term you want to be ranked for, we'll need to do a little detective work. To do this, you have two options:

1. The first option is more difficult, but it's free.

To get started, just go to the Overture search term suggestion tool:

<http://inventory.overture.com/d/searchinventory/suggestion>

Then, type in a term for what you offer.

So, we'd type in the term "wedding cake." Then, we're going to make note of all those search terms. We can do this by copying them into a note pad or shrinking the screen.

Now, we're going to go over to Google at <http://toolbar.google.com> and pick up a little tool that's going to give us an idea as to how strong our competition is, in order to get ranked in the search engines for the various search terms.

Once you've downloaded the tool and opened up a new browser, then you are going to see a little green bar on your Google toolbar.

This bar is going to tell you how strong your competition is for your potential terms.

If the green bar is 6 or above, then they are highly competitive... And, if they are Above 8, then those terms are almost certainly not worth your time in going against those competitors.

If the green bar is 5 or below, then you have a good shot at beating those competitors.

To find out what the number is, you are going to take 3 steps:

1. Go to Google.com and type in your most highly-trafficked search term from the data you collected at:

<http://inventory.overture.com/d/searchinventory/suggestion>

2. Visit the top-ranked sites for that term and see how they are ranked with your Google tool bar.
3. If they are not very competitive, then that might be a good term to use, where you can easily beat the competition.

For instance, if the competition is really strong on the term “wedding cake,” then this would not be a term we would want to optimize our press releases for.

Although it is probably the most trafficked term related to what we offer, it is just too competitive to spend our time on it.

Keep in mind that rankings from the Google toolbar only give a small part of the story. You should also look to see if your competitors have search-engine-optimized web pages.

Below are 5 quick advanced guidelines you can look at. Keep in mind, to view them, you must view the web pages’ HTML code by selecting “view” and then “source” from the top menu of your search browser.

1. Does the web page have the search term you’re looking at in the `<title>Wedding Cakes</title>` and `<h1> Enjoy These Tasty Wedding Cakes </h1>` tags?
2. Does it have a secondary keyword in the `<h2> Dream Wedding Cakes</2>` tags?
3. Is the main keyword used again later in the page?
4. Do the pictures have `<alt> </alt>` tags?
5. Do they have a reciprocal link directory, usually denoted by a link that says, “Links” or “partners?”

If the answer is “yes” to most of these questions, then this shows those competitors for that search term know what they are doing.

This information combined with your Google toolbar research will give a good indication if you should pick another search term to target for your press release.

Keep in mind that your goal is to get in the top-10 rankings for each keyword to capitalize on the traffic, so look at those competitors only.

2. If all that sounds too complicated or like too much work, then there is an easier alternative.

Your second option is to use a little tool that was created to automate this process at:

<http://www.KeywordEqualizer.com>

This tool uses a secret “Magic Formula” to rank the possible keywords from best to worst. So, all you have to do is type in your keyword, like “wedding cake,” click a button, and the software will tell you the best keywords to use.

Alright, once you’ve found the best keyword(s) to use, then we’re ready to begin writing your press release, starting with your first step...

Uncovering Your Hook!

To get the media’s and potential customers’ attention, you have the ability to almost “force” them to read your release.

All you've got to do is reel them in with a good "hook." To make your job easier, here are some common "hooks" that the media picks up time and time again:

- Stories related to celebrities
- A story of overcoming daunting odds or situations
- A "conspiracy" is occurring, along with a strong case as to why.
- A new and exciting contest is happening
- Give-A-Ways
- A good cause to help others in need
- A crazy, over-the-top story
- A patriotic tie-in
- Health-related
- Dramatic human interest stories
- Local interest stories
- Anniversaries
- Reactions to news already out there
- Taxes or money-related issues everyone can relate to
- Upcoming trends people need to be aware of
- How to improve looks (weight loss, makeup, plastic surgery)
- Interesting polls, surveys, and statistics
- Stories that tie-in to upcoming holidays or traditional events
- Traveling tips or stories
- Record-breaking events
- A tie-in to a topic where there is lots of debate
- Going against "the establishment" or "powers that be"

Really, your hook could be anything that tells an interesting story or would capture the interest of a large audience.

The media look for stories they can report that will appeal to anybody. That's why tying your release into a holiday, tax day, or anything else that is happening, is especially effective.

After you have decided upon potential hooks for your story (you don't have to have the exact one yet), then it is time to begin work on your...

Headline

This is the most important part of your release. It is your single biggest opportunity to capture the attention of others and get them to read your release.

The headline should also contain your best keyword (from your research above) to help increase the amount of traffic you receive.

So, if you're having an event about teaching folks about self-defense, then your headline might be, "Self-Defense To Turn Average Folks Into Unstoppable Fighting Machines."

If you get stuck when trying to come-up with a good headline or deciding which "hook" to use, then there are many ways to help give you good ideas. These include:

1. Picking up a copy of the local newspaper and reading through it to see how you can take a story and modify it for your business.

For instance, we might take a story on 5 steps to plant the perfect garden and create a press release on the 5 steps to picking the perfect wedding cake.

2. Tune in to your local news channel and pay attention to the kinds of stories they like to run. What is it about them they like?
3. And here is a literal goldmine for creating a winning press release: <http://news.google.com/>

Getting your press release picked up by this site is a HUGE factor in having it succeed. It usually will take about 3 days to get picked up by them after Press Equalizer has submitted your release.

So, go there and do a search for your market. If you want to see an example, then do a search for “Wedding Cakes,” and you will see a whole slew of releases on this topic.

A couple that caught my attention were:

“Get divorced and eat cake too!” - The press release was about a cake maker who made cakes just for folks getting divorced. This works because getting divorced appeals to a very wide audience.

Another one was: “Brides today pick cakes that eschew the old style.” This one is about a story, not the seller.

...And, “Plastic wedding-cake toppers less popular.” This one ties into the hook of trends.

View them, see what works, and apply the lessons to your release.

While writing your press release, especially your headline, you should also keep in mind that there are certain words that some in the media have become immune to. They are the words that are used over and over and over again. So much, they have lost their meaning.

So, avoid the following words at all costs, unless they honestly are accurate:

- Breakthrough
- Latest
- Greatest
- Cutting edge
- Unique
- Vital
- State-of-the-art
- Best
- Groundbreaking

You see, all these words have something in common. They are all adjectives that are often used to hype a product up. They will add the “whiff” of pitch almost immediately to those who are used to seeing press releases.

Now, if you have the right mindset, as described above, you are unlikely to use these words anyway.

Instead, you should use action verbs. The more emotional the picture they paint, the better. Here are some examples:

- Devour
- Destroy
- Eliminate
- Enrage
- Explode
- Inflame
- Boost
- Humiliate

You get the idea. Words that create pictures inside the readers' minds allow you to create stories that capture their attention.

With these ideas in mind, we are now ready to move on to...

The Summary

The summary is also very important to your release, almost as important as your headline.

This is where you continue the momentum from your headline and build interest to read the body-copy all the way down to your contact information.

It also what appears under the headline in most online PR distribution services, even before the reader gets to see your entire press release.

Inside, you should summarize your story or build upon your hook. Be brief and make sure you arouse enough curiosity in the reader to give them a good reason to read-on.

Body

Along with your copy of Press Equalizer, you are provided with a number of templates for your release.

These templates are there to give you some ideas as to the reasons you can do a press release... and guide you step-by-step through writing it.

After you've submitted your first one, then it may not be a bad idea to use all that apply to you.

Think about it. If just one successful press release can get you hundreds of backlinks and thousands of visitors, then think about what two or three successful releases can do for your website.

Here are a few guidelines to help you create your release as quickly and easily as possible:

1. **Keep it concise and, most likely, short.** Remember you are only giving a taste of what you have to offer. You either want media to contact you or generate traffic to your website.
2. **Read your press release out loud once you finish.** This allows you to make sure it reads nicely and smoothly... and helps you catch typos easily.
3. **Get down all of your thoughts first by following the templates,** then go back and make everything connect.

Important: You should also be sure to include at least two links throughout your release of pages you want to get indexed and boost their rankings. This means the body will have to include at least one of those links.

Your overall press release will usually not be more than a page long. If it is long, that is okay. Just be sure you're being concise and that you're not adding unneeded filler.

After you've finished the body, then your hardest work is done. All you have left to do is fill in a few details like...

Keywords

The keywords you choose ARE important... And the more you add in, the better.

They give your press release the best possible chance to get picked up. To find keywords to add, use the overture search suggestion tool we talked about before at:

<http://inventory.overture.com/d/searchinventory/suggestion>

Then, once you've got your keywords filled in, all that is left is your contact information. Be sure to fill in the website link to gain the full linking benefits.

If you follow all the guidelines above, then your press release will likely do very well. After that, it is time to learn about...

IV. Taking Your “News Release” To Other Mediums

Notice (above) the title of this section is not called, “Taking Your ‘Press Release’ To Other Mediums,” but the terminology, “news release” is used instead.

This is just one unique factor that you must take into consideration when you approach Television or radio. This is because some in these media don’t like to be called the “Press,” but the “Media” instead.

... Because they don’t use the press to distribute television or radio news. There are many other small aspects that you should change for each medium.

Since the purpose of Press Equalizer is primarily to give you the best opportunity to take advantage of the popular web medium, the press releases you write are designed to best take advantage of the web.

The changes for other mediums are small. But, making them can have a huge effect if you have success sending a press release to your local television station, radio station, or newspaper.

The advantages of press with these media can be HUGE! Getting picked up on a local television station can allow tens of thousands of viewers to learn about your business instantly, if not hundreds of thousands.

This can equal a nice windfall of cash into your bank account. So, if you’ve already done all the hard work of finding your hook and writing your headline, why not take advantage of it?

Let's get started with...

5 Easy Strategies To Target Other Mediums:

1. Replace your summary section with a subheadline. The summary is unique to the web. A good subheadline expands on the headline.
2. For television, give the media an idea as to how your story will make a good visual. Remember, as they review your press release, they want something they can show on air.
3. For radio, give the media an idea as to why you'd make an interesting guest. Keep in mind, they often have a lot of time to kill.
4. For print media, they are looking for an interesting hook they can describe and write about. Just as in radio, they aren't looking as much for visuals.
5. Your press release may give more detail. You are not trying to get people to visit your website so much as you are trying to get the media to contact you. That is your one and only goal now.

Then, after you've taken these steps, you're ready to submit your press release to the media.

A great resource to get started is <http://www.mediapost.com>. This is a free site (you have to register) that lists just about every television, radio, newspaper, and major internet media resource available.

There are also a number of collections that sell press contact information data that you can find by doing a search on Google.

Just make sure that the lists from vendors are kept-up-to-date.

Then, after you've submitted your press release to the right media, you've only got to wait to let your work pay-off.

Just think... you're only a short distance away from getting on television, in the newspapers, or on the radio, with thousands of people paying attention to your company... creating a nice windfall of sales. So, give it shot!

Thank you for purchasing Press Equalizer!