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Createspace Independent Publishing Platform, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. A well-written press release can help your business achieve several objectives: - it can generate internet publicity - it can define your message and defend your brand - it can get links with high-ranking websites - it can make your content indexable by major search engines - it can make your message available to news outlets and thousands of RSS recipients Although it can seem daunting, there is no reason that any business owner cannot take advantage of the nearly free publicity offered by press releases by easily writing and submitting one within a single day. (And, once you discover it s effectiveness, you will likely begin distributing press releases on a regular basis.) Updating the 2010 edition, this guide features detailed information on how to write a press release; ten sample templates that you can use to get started quickly; and a current listing of the most popular free press release services.



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