

# 100 Press Release Strategies



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# Introduction

This ebook will give you 100 press release strategies. It includes many different types of press releases ideas and more specific newsworthy publicity stories.

Getting publicity is a powerful, no cost way to generate tons of traffic and sales for your business.

- 1) A 'launches/releases' press release can accelerate your sales. You could compose a press release about launching a new product.
- 2) A 'joint venture' news story might acquire you more orders. You may make a news story related to joint venturing with a business.
- 3) An 'earns/makes' pr report could add to your business payments. You can write a pr report referring to earning a certain amount of money.
- 4) A 'updates' media statement will increase your wealth. You might create a media statement touching on a product that you updated.
- 5) A 'changes' press announcement should advance your riches. You could produce a press announcement dealing with changes to your business.
- 6) An 'improves' news broadcast would amass you more profits. You may manufacture a news broadcast referring to a famous client.
- 7) A 'announces' pr advertorial can amplify your earnings. You can publish a pr advertorial about announcing an upcoming media appearance.

8) A 'conquer/beats' media bulletin might assemble you extra money. You might draft a media bulletin connected to beating your business competition.

9) A 'holds/conducts/hosts' press article could attract new assets. You could market a press article relative to holding a contest or sweepstakes.

10) A 'buys/orders' news information will better your cash flow. You may record news information linked to buying new business equipment.

11) A 'builds/constructs' pr content should blossom your bank account. You can author pr content with reference to constructing a new business building.

12) A 'starts' media release would blow up your investments. You might broadcast a media release themed about starting a certain business.

13) A 'removes' press story can boast your deposits . You could formulate a press story on the subject of removing a part of business.

14) An 'acquires/obtains' news report might bolster your finances. You may invest in a news report in respect of acquiring a business's/product's rights.

15) A 'overcomes' pr statement could boost your funds. You can throw together a pr statement regarding you overcoming a business obstacle.

16) A 'decreases/lowers' media announcement will broaden your sales returns . You might develop a media announcement content about lowering a price.

17) A 'reveals/exposes' press broadcast should build up your bottom line. You could publicize a press broadcast pertaining to exposing a business trade secret.

18) An 'assembles' news advertorial would build up your income streams. You may circulate a news advertorial about the niche of assembling a product.

19) An 'introduces' pr bulletin can bulk up your capital. You can upload a pr bulletin the idea of introduces a new product/service/business.

20) A 'broadcasts' media article might increase your commissions. You might construct a media article about broadcasting a teleseminar.

21) A 'swaps/trades' press information could catapult your transactions. You could exhibit press information related to swapping advertising.

22) A 'produces' news content will construct you more money. You may design news content referring to producing a new product line.

23) A 'discloses/shares' pr release should bulk up your wallet. You can reveal a pr release touching on you disclosing a certain business practice.

24) A 'purchases' media story would deepen your pocket book. You might air a media story dealing with purchasing a different company.

25) A 'helps' press report can dig up extra dollars. You could organize a press report referring to you helping out the local community.

26) A 'hires/appoints' news statement might develop you some currency. You may syndicate a news statement about hiring a new employee.

27) A 'stops/ceases' pr announcement could dilate your financial numbers. You can script a pr announcement connected to stopping a part of your business.

28) A 'promotes' media broadcast will enhance your billfold. You might set up a media broadcast relative to promoting another business's product.

29) A 'rewards' press advertorial should enlarge your sponsors. You could advertise a press advertorial linked to rewarding an employee.

30) An 'outsources' news bulletin would enrich your business treasure. You may transmit a news bulletin with reference to outsourcing a type of job.

31) A 'remembers/honors' pr article can ensure your balance sheet. You can release a pr article themed about remembering a deceased employee/customer.

32) An 'upgrades' media information might erect you some sales payments. You might compile media information on the subject of upgrading a product/business.

33) A 'describe' press content could increase the money in your pockets. You could issue press content in respect of describing a upcoming product.



34) A 'exposes/uncovers' news release will expand your greenbacks. You may prepare a news release regarding exposing your business competition.

35) A 'designs' pr story should extend your order credits. You can push pr story content about designing an upcoming product.

36) A 'models/copies' media report would fill up your bank purse. You might dream up a media report pertaining to modeling an already successful business.

37) A 'celebrates' press statement can flood you with checks. You could form a press statement about celebrating a business milestone.

38) An 'avoids' news announcement might fortify your income. You may start a news announcement on the idea of avoiding a negative situation/problem.

39) A 'tells/issues' pr broadcast could fill-up your product spenders. You can announce a pr broadcast about issuing a public business plan.

40) A 'enters' media advertorial will gain you more patrons. You might cook up a media advertorial related to entering a business contest/new niche.

41) A 'teaches' press bulletin should gather you more customers. You could forge a press bulletin referring to teaching a local business class/workshop.

42) A 'develops' news article would generate you extra site participates. You may display a news article touching on developing a business competition.

43) A 'saves' pr information can ignite your customer list. You can launch a pr information dealing with saving the environment.

44) A 'publishes' media content might grow your piggyback. You might establish media content referring to publishing an information product.

45) A 'signs' press release could gain you more receipts. You could invent a press release info about signing a beneficial contract.

46) A 'establishes' news story will increase your proceeds. You may fashion a news story connected to establishing a new brand.

47) A 'relocates' pr report should heighten your savings. You can distribute a pr report relative to relocating to a new location.

48) A 'predicts/forecasts' media statement would help your business fortune. You might expose a media statement linked to predicting a future trend.

49) A 'makes' press announcement can hike up your financial yield. You could unveil a press announcement with reference to making a certain amount of sales.

50) A 'organizes' news broadcast might expand your customer network. You may compose a news broadcast themed about organizing an event/product offer.

51) A 'says/states' pr advertorial could improve your subscribers. You can make a pr advertorial on the subject of stating a beneficial warning.

52) A 'participates' media bulletin will increase your internet readers. You might write a media bulletin in respect of participating at a seminar.

53) An 'establishes' press article should inflate your social media friends. You could create a press article regarding you establishing a new product/service.

54) A 'volunteers/donate' news information would pull in more micro blog followers. You may produce news information about donating to a charity.

55) A 'discovers/finds' pr content can give you many leads. You can manufacturer pr content pertaining to discovering a technology/new product uses.

56) A 'debates/fights with' media release might intensify your prospects. You might publish a media release about a business debate.

57) A 'writes/authors' press story could increase your opt-ins. You could draft a press story about the idea of writing an certain article.

58) A 'switches to/uses' news report will locate you extra members. You may market a news report about switching to a different supplier.

59) A 'embraces/praises' pr statement should magnify your visitors. You can record a pr statement related to praising a customer success story.

60) A 'showcases' media announcement would maximize your social media fans. You might author a media announcement referring to showcasing a case study.

61) A 'studies/researches' press broadcast can generate you more traffic. You could broadcast a press broadcast touching on researching a niche.

62) A 'partners/mergers' news advertorial might accelerate your list. You may formulate a news advertorial dealing with partnering with another business.

63) A 'forms' pr bulletin could manufacture you extra customers. You can invest in a pr bulletin referring to forming a business organization.

64) A 'delivers/ships' media article will maximize your clients. You might throw together a media article on info about delivering a product.

65) A 'invests in' press information should modify your referrals. You could develop press information connected to investing in an certain kind of investment.

66) A 'films/records' news content would increase your income. You may publicize a news content relative to filming a seminar.

67) A 'creates/invents' pr release can multiply your buyers. You can circulate a pr release linked to inventing a new product/service.

68) A 'wins/is awarded' media story might obtain you more affiliates. You might upload a media story with reference to wining an award/competition.

69) A 'joins' press report could jump up your product shoppers. You could construct a press report themed about joining a business membership/club.

70) A 'extends' news statement will influence your business endorsers. You may exhibit a news statement on the subject of extending a sale.

71) A 'restores' pr announcement should preserve your subscriptions. You can whip up a pr announcement in respect to restoring a part of your business.

72) A 'shows/shows off' media broadcast would proceed your advertising returns. You might design a media broadcast regarding shows off testimonials/endorsements.

73) A 'retires/ends' press advertorial can increase your clicks. You could reveal a press advertorial about you retiring a old product.

74) An 'expands' news bulletin might propel your money spenders. You may air a news bulletin pertaining to expanding a part of business.

75) A 'negotiates' pr article could skyrocket your business admirers. You can organize a pr article about negotiating a contract/jv deal.

76) A 'previews/unveils' media information will pull in more resellers. You might syndicate a media information the idea of previewing a new service.

77) A 'responds to' press content should rectify your company supporters. You could script a press content about responding to a type of accusation.

78) An 'adds' news release would raise your buying advocates. You may set up a news release related to adding another business/expert.

79) A 'markets/advertises' pr story can refine your site viewers. You can advertise a pr story referring to advertising through a certain medium.

80) A 'boosts/increases' media report might raise your hits. You might transmit a media report touching on you increasing your profits.

81) A 'proclaims' press statement could reinforce your readership. You could release a press statement dealing with proclaiming your expertise.

82) A 'contributes/gives' news announcement will rejuvenate your click-throughs. You may pitch a news announcement referring to contributing to a bundled product sale.

83) A 'tests/beta tests' pr broadcast should rev up your jv partners. You can compile a pr broadcast info about testing a certain product/services.

84) A 'gives away' media advertorial would safeguard your co-op list. You might issue a media advertorial connected to giving away a product freebie.

85) A 'presents/exhibits' press bulletin can secure your viewers. You could prepare a press bulletin relative to presents/exhibits a media event.

86) A 'reduces/cuts' news article might shape up your conversions. You may push a news article linked to reducing a product price .



87) A 'closes/ends' pr information could ignite your open rates. You can dream up pr information with reference to ending a business/sale.

88) A 'reports/documents' media content will shoot up your business contacts. You might form media content themed about documenting your survey/poll results.

89) An 'eliminates' press release should skyrocket your colleagues. You could start a press release on the subject of eliminating your shipping costs.

90) A 'retails/offers' news story would surge your business admirers. You may announce a news story in respect of offering company stock.

91) A 'increases/accelerates/raises' pr report can springboard your web site browsers. You can cook up a pr report regarding your increasing production.

92) An 'account for' media statement might sprout you extra business supporters. You might forge a media statement about accounting your profits/losses.

93) A 'settles/accepts ' press announcement could strengthen your customers. You could display a press announcement pertaining to accepting a grant/loan.

94) A 'gets featured in' news broadcast will stretch your online viewers. You may launch a news broadcast about getting featured in a certain media outlet.

95) An 'avoids' pr advertorial should increase your web site backlinks. You can establish a pr advertorial the idea of avoiding a negative situation/problem.

96) A 're-launches/releases' media bulletin would swell your business acquaintances. You might invent a media bulletin about re-launching an older product.

97) A 'learns' press article can transform your social media connections. You could fashion a press article related to learning/studying new information.

98) An 'experiments with' news information might upgrade your revenue. You may vend news information referring to you experimenting with a new affiliate program.

99) An 'appears at/attends/speaks at' pr content could widen your royalties. You can distribute pr content touching on appearing at an certain event.

100) A 'lands/captures/gets' media release will win you more income. You might expose a media release dealing with landing a business contract/sponsor/patent.