

## Don't Limit Your Business with Only Online Press Releases

Though they may be short and simple, press releases are one of the best ways to boost profits and publicity. Press releases are documents released by businesses to the media that explain something about the company or an event that will be taking place soon. The information in a press release can be used by media sources to create a feature story and make the company more visible to the public eye.

When the media features a story about your business, they are giving your business credibility. Most people trust the information they receive from their local newspapers and television news programs. They will assume that if your business is good enough to be featured in the local news, it must be a very good business. Plus, this publicity is free.

Many stories that are featured on national news wires and national news programs once started out as simple "local stories." Many writers and television news producers spend a big chunk of time watching out for the "next big thing." Your story could be just the story they are looking for. Plus, being featured in local news stories gives you experience; when you get the chance for national exposure, you won't be as nervous.

When your company works together with other businesses, you can accumulate more media exposure by encouraging such business partners to send press releases to news sources in their area. Companies that have regular podcasts can suggest that guests inform the local media that they will be featured by means of a press release as well.

Preparing a template to use when you send out press releases can be a smart move. Put it on your company's website so that business partners can download it. This will make the submission process faster and easier.

Once you are featured in your local media, stay in contact with the writer or news anchor that interviewed you. Send them a thank-you card and let them know you appreciated the time they took to speak with you. The next time they are doing a story on a subject that relates to your product or service, they may call upon you as an expert.

Any time you are featured in the press, more people are familiarized with your business. This can lead to new customers, clients, and business projects.

Each time you appear in any form of the press, save the stories to show to future clients. This could be links to online news sources or newspaper clippings. Adding such credential boosting details to your company's website will add a professional touch to your business.

## About the Author

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