



The following outline defines what we consider to be the key components necessary to successfully realize the full benefit of a PR effort.

By providing all of the elements that a publication or event could need, you make it extremely easy to

integrate your message into target publications, taking the load off of the writer/editor, and more accurately communicating your message to the industry.

Crafting the message is key, and ensuring everyone the delivers that message to the media and at

events is on the same page. With a properly designed media kit, your message should be printed, whether in electronic media or on paper, by upwards of 70% of the media sources proactively contacted.

Company	Market Publications	Approach	Kit Components	Application Stories & Articles	Media Relations
Core Offering Secondary Offering Tertiary Offering	Media List Development	What Angle?	Logoized Folder	Business Backgrounder	News Distribution
Key Markets	Offline General Offline Niche Online General Online Niche	Newsworthy Content Customers Deal Event Product Announcement Breakthrough Launch Milestone Management Bios	Letterhead 2nd Sheet Biz Card	Case History/Success Story	Online Content
	People (decision leaders)	Look & Feel	Press Releases Company Overview Product Demo	Clipping Service Selection Customer Brief	PR Photography
	Companies (Strategic) Companies (competitive)		3rd party Articles Advertorial Editorial	Editorial Calendar - Development	Press Interview
			Competitive Matrix	Editorial Calendar Maintenance	Press Kit Assembly
			Management Bio's Management Photo's	Email Press Release	Press Meetings
			Company Photo's	Fact Sheet	Press Release - Position Paper
			Real Ads Mock Ads	Frequently Asked Questions Doc. (FAQ)	Press Release Creation Press Tour 3 Day
			CD w/Word, PDF's, .jpg & .tif images, Screen Shots	Guest Editorial Internal Interview	Product Review Placement
				Magazine Article Reprint Media Advisory	Speaker Program Testimonials
					Web Site Press Room
					White Paper

The following are targeted print publications for effective distribution of our core message.

By targeting the key pubs, we can craft an individualized message to support each readership, creating demand that perfectly fits your product offering.

These are only a very small number of examples, but will help to clarify the kinds of content and the editorial direction we will pursue as we expand the market.

A key to successfully increasing the value of the

company is getting the products, company and people on the radar for the industry. These are the media channels. In addition, nearly every key publication has associated tradeshow events that are speaking engagement potentials for the company. We will want to establish a calendar for these events.

General Business & Technology Publications

- These are the Popular Science of the industry
- Good for investment, and exposing your unusual business paradigms



Technology Finance Publications

- These are the investor portals
- Key, bleeding-edge and high-value technologies
- Most VC's read these



Internet Technology Publications

- These are the industry mainstays
- Greatest general audience



Internet Infrastructure Publications

- The center to the edge of the net
- Both business and technologies



Vertical Related Technology Publications

- Niche markets
- Associated technologies



Channel Development Publications

- Distribution
- Support





The following outline shows some of the critical details that you need to address in your online PR

strategy. Please contact ExitPath for more detailed information, or ask for the upcoming ebook and

RichContent.com BLOG access. Best of success to you!

3) If you're new to the whole PR thing
a. FastTrack to using PRWeb (condensed one-page checklist)
b. Essential can't-miss things you need to know before you submit

4) If you're already a PR Professional
a. How to remake your business with PRWeb
b. The PRWeb value proposition
c. What some PR experts are doing with PRWeb

5) Crafting your message for Online distribution
a. Building Killer no-hype Headlines
b. Secondary message Headlines
c. Final Call to Action Headline
d. Body copy
e. Leveraging quotes
f. Headline, body and Keyword density
g. Internal links
h. External keywords
i. Signing-off
j. The Image Name Game
k. Your press release as a web page: What the world (wide web) sees

6) Features of PRWeb
a. Distribution relationships
b. Wizard to help build your release
c. Automation features
d. Scalable technology
e. Open Source, Donation-based, Viral

7) Little-known PRWeb secrets
a. Tracking your release
b. Maximizing your impact
c. Balancing your PR budget
d. How 1 link can make all the difference

8) PRWeb examples:
a. A Totally Bogus Press Release
b. A rockin' Press Release
c. Why you want the latter

9) The 9 Key Elements in your PRWeb Release
a. Diagram with active links
i. Headlines
ii. Body copy
iii. Credits
iv. Keywords
v. Links
vi. Title tags
vii. Meta alignment
viii. Images
ix. Budget

10) Maximizing Distribution of your message
a. Using categories correctly
b. Categorizing before submission
c. Recategorizing post-submission
d. Adding \$\$ adds distribution
e. Keywords increase pickup
f. Images and print-pickup rates

11) Getting to the top of the pile
a. The cost to be on page 1 (and why you want this)
b. Top 3 positions value proposition
c. Submission dates and positioning
d. Incrementing your position

12) Making the Search Engines find you
a. Taking advantage of PRWeb's partners
b. Formatting your PR for maximum Search Engine results
c. Keywords in your PR
i. In the headline
ii. In the body
iii. In links
iv. In image names
d. Links in your PR
e. image names

13) PRWeb as your Link-resource
a. Case study: 100,000 page views in 3 months
b. How the Search Engines index PRWeb content
c. Pickups and re-prints
d. PRWeb partners: Your best friends
e. Creating a link-balanced press release

14) Secondary and tertiary pickups (or "Hey! Lookit who found me!")
a. Partners
b. Non-partners
c. Secondary pickups
d. Google and PDF's
e. The life of a press release

15) Developing an Online PR Plan
a. Your goals
b. The costs
c. Scaling your program
d. Measuring results

16) Public Relations campaign Layout
a. The ExitPath flowchart matrix
b. Components of a press packet
c. Core resources
d. The PRWeb Way
e. Tying online PR to your media package

17) Leveraging PRWeb to hot-rod your offline PR program
a. Tying online programs directly to offline results
b. Making your online results count
c. Accelerating your release using online distribution
d. Who picks up online press?
e. Making your graphical additions to online PR get printed
f. The benefit of online distribution long after the story prints

18) Additional tools for Accelerating and Maximizing your PR Program
a. PR|Pro
b. SEO Keyword Tool
c. CSS LinkMaster
d. MetaHarmony Tool
e. Image Namer
f. Offline PRWeb Content Creator and Submitter
g. Headline Writer
h. PR-eCommerce Tags Generator

19) Keeping it fun
a. Why the media likes events
b. How to make your boring product launch (or relaunch) into an exciting PR event
c. Rehashing your press for maximum results



I've been using PRWeb since 1998, and it's been a serious boon to our SEO and sales efforts (we market brainstorming software, Trikke cambering bikes and have also provided PR services for other clients. You can see some of the releases at <http://exitpath.prwebdirect.com>).

Depending on your expectations and what you REALLY want to accomplish, PRWeb can be a serious tool, or a competent add-on to your marketing and SEO (Search Engine Optimization) efforts. Here's how I use it:

- 1) As a traffic driver for our web sites
- 2) As a link-resource to improve page rank
- 3) As a quick, almost Google AdWords-fast tool to get noticed.

There is a caveat: Though PRWeb is a FREE resource (yes, it really is contribution based, and you CAN list a free press release and it will get reviewed and sent), I would highly recommend a minimum \$30 donation (I usually put together a few press releases for each company, then release and re-release them over the next 6-12 weeks, weekly).

The rules for success (this is condensed, and once the guide is complete we'll ensure you know how to get it, or if you donate enough to PRWeb, they may provide it as a "free" or bonus resource):

- 1) Donate at least \$30, so you can add images. \$80 makes a huge difference, because it gets much better distribution and syndication. \$200+ and you're looking at front-page, top 5 position listings (typically). You can donate in \$10 increments over and over (adding \$10 each time) and you will see your position change. If you get Top 3, your press release will not only be syndicated by everyone from PRNewswire to Yahoo News, but you'll also appear as a persistent link on every page of that day's PRWeb pages. At ~8 million page views+ per month, that's a TON of potential traffic.
- 2) keyword your images
- 3) Once you've listed the release, and after you've donated, go back and add distribution categories (you can have a maximum of 10). Don't do random ones: as in any targeted effort focus on relevant categories... but get creative.
- 4) Use links within the body copy.
- 5) PDF your release and make the links active, and add it as an additional download, naming it a keyphrase.
- 6) Send it on Tuesday, Thursday or Saturday AM.
- 7) Make your headline rocks, with keywords and keep it fun. No self-grandization here... this is supposed to be press-worthy.
- 8) Make sure your landing page (where you direct people from your links in the release) acts like an extension of the press message. It should read like one cohesive storyline, or an expanded repeat of the press release copy.
- 9) Once your release is in the Queue, and you've donated, you can go back and update the release date (free ones lack this ability).

10) I do this (from a financial standpoint): ~\$200 to \$250 to start, then >> \$120 >> \$80 >> \$80 >> \$80 >> \$60 >> \$60 >> \$30 >> \$30 >> \$30. Each dollar amount represents a listing for that specific PR effort on a new day (meaning a Press Release re-run on a new day, with changes and improvements and updates... things to keep the PR fresh, but still on that specific topic or effort). I've had the very best success on the days listed above. Tuesday is known as a top PR day, though you'll get more casual viewers later in the week.

That's the stuff for now. I really need my sleep, but if you need more input, I'll be happy to help. My best press releases (see the GarsWorld.com releases and the Century 21 releases. Both sets received over 100,000 page views per release, and over 1,000 direct clicks per release (a free release on PRWeb may receive a couple thousand page views and maybe 100 clicks total). Not including the effects of additional magazine and online writeups and permanent links to our web sites). The equivalent AdWords budget would have been many times these dollars, and without the persistence (as far as I've experienced. We put ~\$1200-\$3000 a month in AdWords and Overture, but are migrating back to PRWeb as our killer tool for driving traffic and sales).

By the way: our software products (as well as the Trikke) run from \$125-\$450 each. When we do a PRWebdirect press release, we typically see a \$2500-\$3000 spike in sales over the next 7 days. Not huge, but definitely a great ROI for our little company.

I've used PRNewswire, PRWeb, and also hired PR professionals to get the word out. All of them have their merits, but produce dramatically different results.

With a live PR team, we were able to get into publications with a cogent message that had the look and feel of an "advertorial". It's expensive (we paid \$2500-\$5000 per month retainer for live PR folks, but there are some good people you can now find who will compose and get your PR presented to the right people, with the right spin, for a fraction of that number. Look to <http://www.Guru.com> and <http://www.eLance.com>, as well as <http://www.craigslist.org> for some real talent (the last one is an amazing bulletin board that has allowed me to find some very effective talent for cheap). PRNewswire used to be the defacto standard in online press distribution, but since late 2003 PRWeb (<http://www.prweb.com>) has done a few things to really make them a visibly better solution (especially when it comes to creating links and using PR as an SEO tool):

1) PRWeb, with a reasonable donation, is syndicated by PRNewswire, through <http://www.emediawire.com>, the "professional" services channel that is used by PRWeb. So you get not only the PRWeb activity, but you also receive the PRNewswire activity as well. You can go to the "Star Chart" to get an idea of what each additional \$10 donation provides you:

https://secure.dataovation.com/prweb/features_chart.php



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