

## **PRWeb's Online Visibility Engine(tm) Helps Authors Get Beyond the Audition - eXpertLingo Technology Adds Creative Element to on and Offline Writers**

*Getting above the Noise in the publishing world is a challenge, at best. But PRWeb's Online Visibility Engine breaks-through barriers by exposing submissions through their unique multiple distribution platform. eXpertSystem/eXpertLingo creativity application provides unique creative solution for authors and publishers.*

Portland, OR (PRWEB) May 25, 2005 - With over 90,000 books published each year in America, getting above the "noise" of the industry seems a daunting task. But the new Online Visibility Engine(tm) from PRWeb turns an affordable announcement into massive visibility within days of a release. Composing that release, and any written or visual presentation is enhanced with the eXpertSystem/eXpertLingo PR and Creative Writing software application from RichContent.com

"Getting on the radar with publishers and readers is a key to long-term success as a writer" says David McInnis, Founder and CEO of PRWeb. "As writers and publishers of content, we're intimately aware of the challenges. Our new Online Visibility Engine helps authors and publishers penetrate every facet of online media through one simple distribution portal, providing both push and pull marketing through one vehicle. Top authors are getting the results they need, and we're glad to help develop the engine to get them into the mainstream market."

The core of PRWeb's Engine is the simple [PRWeb submission engine](#), where virtually overnight an author can make their new chapters, book or distribution known to either targeted or a broad audience. Once submitted, the materials presented will receive exposure to tens of thousands of news editors, hundreds of thousands of bloggers and a growing contingency of online advertising, search engine and news channels, including Yahoo news(tm) and Google News(tm). PRWeb's releases are also syndicated worldwide through affiliated partners and Public Relations agencies.

If getting quality and expansive distribution is PRWeb's mission, helping authors develop newsworthy and effective press is the purpose of eXpertSystem and eXpertLingo, the creative writing and PR-crafting software Suite made available by [RichContent.com](#). The program provides both an integrated Q&A process to help authors develop appropriate messages related to their target publication, and a creativity engine that will help authors find new and valuable angles in relation to their message. The program taps a database of as many as 2000 targeted questions, 144,000 word associations and over 250,000 keyword-tagged images to help spur the creative process. The program is currently in use by thought leaders at Nokia, Xerox, Wharton, Berkeley, Apple Computer, NASA and over 600 leading corporations.

PRWeb's submission program can be utilized for free. Significant enhancements and markedly broader distribution enhancements start at around \$40 per press release. For authors less likely to want to manage and optimize their own submissions, PRWeb has developed a program to ensure maximum distribution for the best available cost using their seasoned PR partners at [PRWebDirect.com](#).

[PRWeb.com](#) is a Ferndale, Washington based company focused on Online Visibility and maximizing PR distribution through their affordable business approach called "Fair Commerce"(tm). Fair Commerce, the approach of allowing users to contribute what they feel is the value of the service rendered, and adding additional services above and beyond the dollars exchanged is the core of the PRWeb philosophy. Developed



by David McInnis in 1997, PRWeb is now a leader in online media distribution and creators of the Online Visibility Engine(tm). The company can be reached at [www.prweb.com](http://www.prweb.com).

[RichContent](http://www.richcontent.com) develops and markets writing, creativity and brainstorming software to help accelerate and improve the number, quality and value of ideas. Developed by a team of serial entrepreneurs who have invested the last 18 years in helping companies ferret-out their very best innovations, the company now leads the industry in innovation tools for writers and "creatives". RichContent can be found at [www.richcontent.com](http://www.richcontent.com)

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