



Beginner's Guide to Writing Powerful Press Releases (Secrets the Pros Use to Command Media Attention)

Mickie Kennedy

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eReleases Founder and President Mickie Kennedy offers the definitive guide on writing press releases. Beginner's Guide to Writing Powerful Press Releases covers the history of the press release, how it has evolved, as well as tips and techniques designed to make your next press release stand out. In addition to learning how to write a press release, you will learn how to leverage social media, including Facebook, Twitter, Digg, and Pinterest, when distributing your next press release. Expectations, distribution, and further public relations possibilities are also widely covered. This updated 3rd edition also contains a special section covering the pitfalls of using so-called Search Engine Optimized (SEO) press releases, given the 2013 guidance and best practices from Google.

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