

The Art Of **BRAGGING WITHOUT BRAGGING** With Press Release



Xiyue Kottas

Newfound Chapters, Inc.

TABLE OF CONTENTS

01	What Is A Press Release -----	1
02	Who Benefits from A Press Release -----	1
03	When To Publish Your Press Release -----	2
04	Where to Publish Your Press Release -----	2
05	Why We Are Your Best Option -----	3

WHAT IS A PRESS RELEASE

You will find slightly different definitions for a press release if you search online.

Personally, I think this version provided by Prowly.com describes it the best:

"A press release is a tool made to announce something that is newsworthy in the most objective way possible. The whole purpose of a press release is to get coverage and get noticed by a target audience."

Have you been utilizing this tool?

Are your newsworthy events announced in an objective manner to your target audience?

Are you getting coverage and noticed?



WHO IS A PRESS RELEASE FOR

You've probably seen countless press releases from big corporations about their new products, quarterly earnings, new executives etc. in publications and on TV.

But... How often have you seen a solopreneur or a mom-and-pop shop featured in the news?

Regardless of the size of your business, you can leverage the power of press releases to let trusted press/media brag about you and your business!

A press release can build instant trust and credibility in the eyes of your clients.

