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Quick! 10 Times You Should Be Sending a Press Release!

The Rule of Seven: a prospect needs to see or hear your marketing message at least seven times before they take action and buy from you.

An affordable, easy way to get your name in front of people is to send a press release to your local media outlets. There's no guarantee that you'll get a call, but you can apply the Rule of Seven here too: the more frequently these outlets see your organization's name and information, the more likely they are to remember – and talk about – your company.

But when do you send a press release?

Most people wait until they have a scheduled event – if that's what you're waiting for, you're doing yourself a disservice! Here are some examples of when you should send a press release:

1. **Changes in services.** Did you add a new service? Have you changed a regular service that you've offered for years? Then let people know – send a press release explaining the changes and why you made them.
2. **Changes in location/hours.** If you moved into a new building or changed your hours, tell your prospective clients. Let them know where and when they can find you, and tell them how the new hours and location will benefit them.
3. **New and improved products.** Have you updated a popular product? Maybe you've created a new product that your customers have asked for. Make sure they know it's available and where they can buy it!
4. **Changes in staff.** Did you hire someone new? Let people know. Even if you've had to downsize and let people go, there will be different employees performing different tasks. Look at it positively, and tell people how the changes will help you better serve your customers.
5. **A facelift.** Did you remodel your office? Spread the word. Revamp your website? Talk about it! Tell people why you did it. Sometimes they need a reminder that you're still in business, and bragging about your new paint



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color lets them know that you're not only in business, you're still investing in yourself.

6. **Your events.** Let people know about your anniversary party, holiday open house, and grand re-opening – they can't come if they don't know it's happening.
7. **Other events you're attending.** Were you invited to attend a conference for the top performers in your industry? Or maybe you're speaking at local workshop or seminar. Tell the public why you were invited and how it will positively impact your relationships with them.
8. **Continuing education.** Continuing education is something to brag about! It lets people know you're on the cutting edge of your industry, so make an announcement when you receive a certificate, degree, or recognition that will help you better serve your clients.
9. **Awards.** Anytime there's an award involved – whether you received it or you gave it to someone else – send a press release! Many people are looking for the best service and products. Let them know how you and your organization are providing it and were recognized for it.
10. **Industry news.** The world constantly evolves, but not everyone tracks the changes happening outside their sphere of life. If your industry has recently experienced changes, let the public know. Make sure to include information on how your business/organization is aware of those changes and applying them to your work.

If you're in business, you've experienced one of these things – take advantage of your expertise and tell people about it! Send it to your local news outlets (and don't forget your email list).

If you're not sure how to write a press release, let me show you! My Press Release Tool Kit not only shows you how to write and distribute an effective press release, it gives you the tools you need to do it quickly and easily time and time again.

[Click here if you're ready to tell the world about your business or organization!](#)