

# The Press Release Builder

Contributed by Sid Smith  
Thursday, 28 June 2007  
Last Updated Saturday, 08 November 2008

Your book is written and it's finally in print. Now what? You distribute press releases, of course! Here's an easy-to-use (and free) tool for writing press releases in a snap. Give it a test run...

The Press Release Builder

Ever wondered how to write a press release? If you search the Internet you'll find courses, ebooks, and the occasional simple set of instructions. But you still have to go to the trouble of constructing your press release, including brainstorming ideas and putting it into the right format.{sidebar id=2}

Evan Carmichael has created an ingenious tool to take you from concept to completed press release in five easy steps. Here are the five steps:

You can create an effective press release strategy that can put your company on the map in 5 easy steps.

Step 1: Choose A Press Release Topic To Write About

Journalists want good stories, not promotional press releases. If you can give them a compelling idea, you are making their job easier. There is no reason why they would not write about you. Need help finding that winning idea? [Click here.](#)

Step 2: Write The Press Release

Use this free tool to write an effective press release. At the end you will have a final document that you can use to send to reporters. Ready to get started and put your company in the media spotlight? [Click here.](#)

Step 3: Build A Media List

With new publications emerging and other titles closing, how do you keep up to date with all the top reporters and PR opportunities out there? Follow these simple steps to get your media list working for you. [Click here.](#)

Step 4: Email The Reporters

E-mail is the way most publicity seekers get in touch with reporters to land that precious coverage but the vast majority of e-mails sent to journalists never get read. How can you make sure that your e-mail is opened and read? [Click here.](#)

Step 5: More Press Release Resources

Looking for even more resources to help you build your press releases? Check out 16 articles our expert authors have compiled and more great resources to help you create effective press releases. [Click here.](#)