

## 20 Press Release Plr Articles

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How to Make Your Press Release Interesting Press releases often have a reputation of being dry, boring and sometimes too technical for the average reader to appreciate. While some press releases do contain statistical and technical data that can often hamper its entertainment value, the actual press release itself does not have to be boring nor does it have to be without personality. To make your press release interesting, first consider the audience that your press release will be reaching. Consider the audience that your marketing surveys and research are targeted towards and work your press releases from that angle. For instance, does your company manufacture childrens toys or books? To make a press release interesting for this particular instance, you can change the font size of the typed release to make it more playful and fun. You can also play with the colors and style of the release to appeal to a more fun-spirited audience. As with the aesthetics of a press release, work within the confines that are given by the particular media that is making the submission. In the actual content of the press release, be sure to offer the places where the product (in this case, the childrens books) can be found and emphasize that the product is for kids. Perhaps discuss how long the company has been in the childrens services industry and maybe even share a personal story or two from key personnel within the company who have had a direct role in steering the company towards marketing the companys product. When you appeal to the entertainment value that is within a product or service, you stand a better chance of gaining and keeping the attention of the audience. You also stand the chance to solidify your companys name in the minds of the customers. Tags: Articles, PLR Articles, press releases, im

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