



Writer For Hire®
Pat Kramer

Tools of My Trade:

When Should You Use Them?

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PRESS RELEASES:

Press Releases are used to get the media's attention for a possible interview, which would then lead to a story. They are simultaneously distributed to the wire services which can broadcast the release to 1,000s of subscribers (radio, TV, newspapers, magazines, trade journals & media websites).

- *A new executive has joined your firm; you're announcing a new partnership or merger*
- *You're launching a new product that will revolutionize the market*
- *Your company has been certified or received special licensing*
- *You've won an award or been named to a commission or board*
- *You've been invited to speak at a prestigious event*
- *Your book has reached "Best Seller" status on Amazon*
- *You're announcing a major deal or success*
- *You're commenting on a news item involving new legislation, a celebrity in the news, or an issue that is getting a lot of coverage by the media.*

BLOGS:

Blogs, unlike articles, are controlled by you. You can write as often as you like and also post them immediately without anyone else's approval. Usually, one blog a week is sufficient.

- *You want to share your expertise on a specific subject matter*
- *You are trying to attract more views of your website to generate business*
- *You want to publish short stories without having an editor dictate the format*
- *You have a growing audience that wants to hear from you*
- *You don't like to network in person or you do, but you also know that you can reach more people by using the Internet effectively*
- *You've been told that you are a "good writer" and would like to challenge yourself to write more*
- *You are sparking ideas about your industry that no one else has come up with and you want to position yourself as unique*
- *You know that by sharing excerpts from your books, you will generate book sales*

HOW ARTICLES ARE DIFFERENT FROM BLOGS:

- *You are asked to write an article for a specific trade journal with a set word length and a deadline.*
- *Content of the article is controlled by an editor who can edit or revise your article at will.*
- *Sometimes you will be paid for writing an article for a trade publication.*
- *Having a regular column will, over time, establish you as an "expert" in your field.*
- *Articles are usually published in both printed format and in the media's online version.*
- *To become an article writer, you will have to "query" the editor, proposing a story idea.*
- *If the editor likes your story idea, they may ask for writing samples of other articles you have written to demonstrate your writing style.*
- *With articles, an editor or publisher sets the format and provides direction to the piece.*
- *A publisher may also maintain ownership of your articles after they publish them.*

WHAT ARE ADVERTORIALS?

- *An advertorial is a "paid" article where the writer is allowed to write a certain length article in exchange for paying for that space as advertising content.*
- *Advertorials are usually, but not always, informational in style and include a boilerplate message at the bottom promoting the author's business or website.*
- *Advertorials are used quite frequently by smaller newspapers that require advertising support to produce their papers.*
- *Sometimes, an advertorial will be written by a professional staff writer about you, however, you will still be required to pay for the ad space.*

Note: Competition is tough to become a writer of articles or advertorials in newspapers, magazines and trade journals. You must demonstrate a level of excellence as a writer as well as having achieved a certain level of success or demonstrated leadership in your industry.

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e-BLAST/e-NEWSLETTERS:

- *An e-Blast or an e-Newsletter is the online version of a newsletter. An e-Blast is usually just one page, whereas an e-Newsletter can be several pages in length. e-Blasts are usually more content-driven, while e-Newsletters will rely upon graphics as well as content to hold the readers' attention.*
- *An e-Blast can be written like a blog or it can be written like an email or letter.*
- *An e-Newsletter usually has several different stories that are all short in nature (two – three paragraphs long).*
- *Both are marketing tools that are used to generate visibility and to promote a company's services, products, or expertise in their business.*

LINKEDIN:

- *This is the top-rated social media site for business – anyone who is working in a business should have a presence on LinkedIn.*
- *LinkedIn provides you with a free profile that you create with reference points to other areas of your life.*
- *On LinkedIn, you can post your blogs, press releases, articles, advertorials, e-Blasts and e-Newsletters. It is virtually the hub of the wheel for all of your marketing/PR tools.*

FACEBOOK:

- *A Facebook company page allows you to post content to your "followers."*
- *It's a page to build and easily contact your fan base and provide them with ongoing promotions.*
- *Facebook allows you to post in "real time" any messaging that you want to get out to the public.*
- *There is no cost for a Facebook company page, although you can pay to advertise or to promote your page to different segments of the market.*

Writer For Hire® Pat Kramer

has over 30 years of writing experience as a news journalist, publicity writer, ghostwriter, and business marketing writer.

Writer For Hire® is a professional writing, marketing strategy, and publicity business that provides unique content to businesses and individuals seeking to promote their products, services and expertise. For more information, go to: www.writerpatkramer.com. To set up a complimentary phone consultation for writing services that will help you achieve your goals and take you to the next level, please email:

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