

# No Cost Income Stream Blueprint

## Part 82: Traffic - Press Release Marketing

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In practical advice books, like anything else in life, there are no guarantees of income made or any other specific results. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This publication is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance fields.

**In this lesson, we will discuss how to submit a press release for free.** Press releases are a great way to get your content out there. They can be used to announce a new blog, website, videos, or to be controversial within your content. They are a phenomenal way to ramp your business and get exposure.

The first thing you want to do is look at some good press release sites. One that is recommended is [www.prlog.org](http://www.prlog.org). The one thing about this site though is they don't allow you to sign up using popular email accounts. If you have a gMail account, Yahoo account, or Hotmail, you can't use that to sign up and submit a press release through their service. If you already have a domain out there and your own email, then you can use [www.prlog.org](http://www.prlog.org).

**PRLOG**  
Press Release Distribution

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PR Home | Latest News | Feeds | Alerts | Submit Free Press Release | Journalist Account | PRNewswire Distribution

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**Journalists**

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**Free Press Release Distribution Service**

PR Log is an online press release distribution and press release submission service.

If you are a new user, [submit press release here](#)

**Online Press Release Submission**

- HTML links in the press release body.
- Search engine optimized web page.
- PDF version.
- Multiple industries & tags.
- Free press release account.
- Video Press release.
- Spam protection on your email address.

**Press Release Distribution**

- Distribution to numerous news sites.
- Distribution to numerous search engines.
- Numerous javascript, html & RSS feeds.
- Customizable realtime/daily/weekly alerts.
- Social media integration.
- Your own Press Room.

**Breaking News**

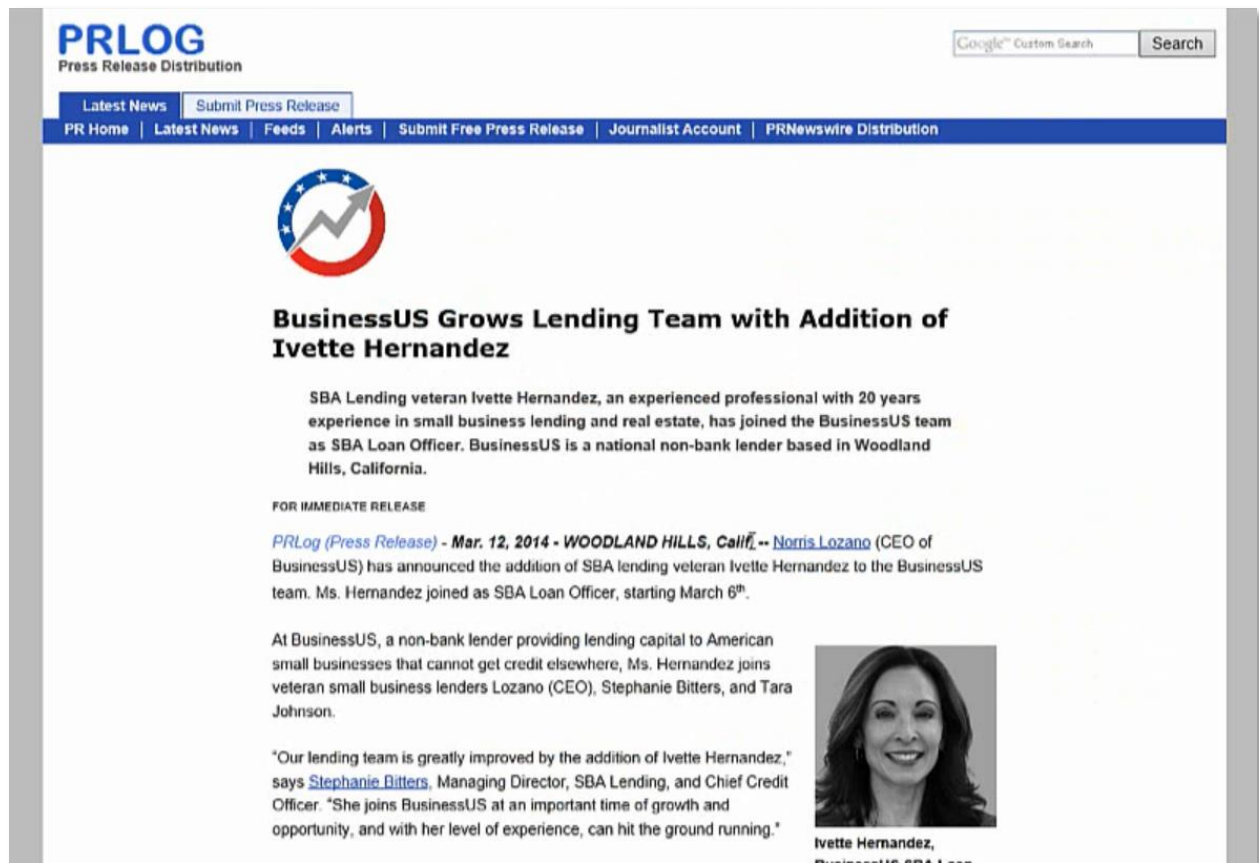
[Rukuku, Inc. and Richard Lewis Communications Ltd. Announce Partnership](#)  
San Jose, California, US - 53 Views - By Rukuku, Inc.  
Richard Lewis Communications Ltd - a world leader in cross-cultural training and language training, chooses Rukuku platform for online course delivery

**Premium Press Releases**

[Will Natural Gas become a Geo-Political Tool or a Modern Weapon?](#)  
UA - 65 Views - By ResearchPAYS  
The crisis in Ukraine has prompted a polarized world power response with little precedent to offer guidance. Hanging in the balance is Syria and Venezuela. What transpires in the weeks

News By Date

Keep in mind that this is all about being a no cost program. So we aren't asking you to go out and do any of that until you have generated some revenue. I do want to point out though that this press release site service is a good one. They offer lots of examples of content that people include in a press release.




The screenshot shows the PRLOG Press Release Distribution website. The header includes the PRLOG logo, a Google Custom Search bar, and navigation links for Latest News, Submit Press Release, PR Home, Latest News, Feeds, Alerts, Submit Free Press Release, Journalist Account, and PRNewswire Distribution. The main content area features a circular logo with a star and an upward arrow, followed by the headline "BusinessUS Grows Lending Team with Addition of Ivette Hernandez". The text of the press release states that SBA Lending veteran Ivette Hernandez, with 20 years of experience, has joined the BusinessUS team as an SBA Loan Officer. It also mentions that BusinessUS is a national non-bank lender based in Woodland Hills, California. A quote from Stephanie Bitters, Managing Director, SBA Lending, and Chief Credit Officer, is included, praising the addition of Ivette Hernandez to the team. A small portrait photo of Ivette Hernandez is shown on the right side of the press release text.

**PRLOG**  
Press Release Distribution

Latest News | Submit Press Release

PR Home | Latest News | Feeds | Alerts | Submit Free Press Release | Journalist Account | PRNewswire Distribution



**BusinessUS Grows Lending Team with Addition of Ivette Hernandez**


SBA Lending veteran Ivette Hernandez, an experienced professional with 20 years experience in small business lending and real estate, has joined the BusinessUS team as SBA Loan Officer. BusinessUS is a national non-bank lender based in Woodland Hills, California.

FOR IMMEDIATE RELEASE

*PRLog (Press Release) - Mar. 12, 2014 - WOODLAND HILLS, Calif. --* [Norris Lozano](#) (CEO of BusinessUS) has announced the addition of SBA lending veteran Ivette Hernandez to the BusinessUS team. Ms. Hernandez joined as SBA Loan Officer, starting March 6<sup>th</sup>.

At BusinessUS, a non-bank lender providing lending capital to American small businesses that cannot get credit elsewhere, Ms. Hernandez joins veteran small business lenders Lozano (CEO), Stephanie Bitters, and Tara Johnson.

"Our lending team is greatly improved by the addition of Ivette Hernandez," says [Stephanie Bitters](#), Managing Director, SBA Lending, and Chief Credit Officer. "She joins BusinessUS at an important time of growth and opportunity, and with her level of experience, can hit the ground running."



Ivette Hernandez,  
BusinessUS SBA Loan Officer

The site gets lots of exposure, it is always ranked very high up in the search engines. It is a reliable free source to get your content on. Another really good site to look at, and you can't submit here as it isn't free, is [www.prweb.com](http://www.prweb.com). If you go to the News Center, you will find all of the new press releases for the day. It is a really good way for you to find out what is going on and to see what types of current press releases are out there.

Then you can go from there and determine how to write your own press releases and the types of information to put in them. That is the value of [www.prweb.com](http://www.prweb.com). Click the news center, and you will see there are lots of types of press releases. For example, one that I want to point out is a survey result. You can get those survey results for something in your niche market. You can use that information to create your own press release for it to share that information.

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Wednesday, March 12, 2014RSS | E-mail Newsletters | Put PRWeb on your site

## Top 5 Activities Teens Enjoy on Family Vacations Based on Ipsos Reid Survey

tripcentral.ca Polled 1,000 Canadian Families about Their Travel Habits

Hamilton, ON (PRWEB) March 12, 2014

Ever wondered what teens like to do on a family vacation? Survey results show that the top 5 activities teens enjoy are: swimming (61%), waterparks (60%), theme parks (57%), waterslides, (56%), and Internet (47%).

With the help of marketing research firm, Ipsos Reid, tripcentral.ca polled 1,000 Canadian parents and 295 Canadian teens about their travel habits. The survey was conducted using a sophisticated online methodology\*. The results are available on the tripcentral.ca website along with a summary presentation, infographic, and raw data counts highlighting provincial, gender, age, and other breakdowns.

About 73% of teens ages 13 to 19 who come from affluent families (\$100,000 household income or more) say chose swimming as an activity they would enjoy. On the other hand, 65% of teens from families with household incomes of less than \$40,000 rank theme parks high in their vacation wish list.

"You don't need a survey to know that kids enjoy swimming on vacation. What we found surprising is that other activities such as snorkeling, scuba diving, and watching live shows didn't rank as high," says Richard Vanderlubbe, President of tripcentral.ca. "It's not just about planning extravagant excursions, as long as the resort has a pool your kids will be happy. Apparently, they are much easier to please than we all thought."

The survey results also show that British Columbia teens are more likely than others to enjoy golfing on vacation, while Quebecers are by far the least likely to enjoy rock climbing.

The survey is released in conjunction with tripcentral.ca's recently updated Vacation Finder Grid that allows consumers to search for hotels that accommodate families of five or more in one room. A trip for five to Grand



### Contact

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Email

 Tripcentral.ca  
since: 08/2009  
Like

Follow us on:  

There are several sites I go to that actually help me to find free press release sites to post to. I go to [www.google.com](http://www.google.com) and type in Submit Press Release Free. This will give you a good idea of what is out there currently. Put in quotes around those words and you will get the best results. You will find several websites that jump out. You can get an idea here of what you can use.



Most of them are self-explanatory. You need to create a username and password. You can create accounts on a few of them and then you can set up your press release there. Some of them ask for a business name and a few more details. You can just tell them that you are in a certain niche market and that you are trying to share information with people about what your products are in that niche market.

I will show you an example of a press release submission on [www.pressreleasepoint.com](http://www.pressreleasepoint.com).



The screenshot shows the PressReleasePoint website. The header includes the logo, the text 'Free Press Release Distribution Website', and a navigation bar with links for US, India, UK, Canada, Germany, and Australia. Below this is a secondary navigation bar with links for Federal Agencies, NonProfit, United Nations, and More Topics. The main navigation bar includes links for Main, Submit Free Press Release (highlighted with a mouse cursor), List of 70+ Free PR Sites, PR Resources, Our Services, and News Type.

**Distribute Press Release**

1. Just \$10, Post your press release to list of 50+ free press release websites
2. Effortlessly publish all your press releases with our automated pickup and submission service.
3. Write a basic press release for \$10.

**Like this site on Facebook**

**Shopping cart**

**Access Denied / User Login**

Home >

**Access denied.** You may need to login below or register to access this page.

- Sorry, new user registration by invitation only.
- First Time Users Click Here to Submit Press Release & Apply for New User Account

**Log in** **Request new password**



Enter the information they request for you to have your account set up.

[Home](#) >

## Submit First Press Release & Request New User Account

### First Time Users - Submit Your Press Release and Apply for a New User Account.:

Submit a well written newsworthy press release. **Strictly follow the instructions for writing a proper press release.** A new user account submit your press release with your new userid and password. **Do not use this form if you already have an account on this website**

**Company Name: \***

Enter your company name. Company name will also be used as your account name on this website.

**Company Description: \***

Write a brief description about your company

#### ▼ Contact

**Contact Name: \***

Contact person for this press release.

**Address: \***

Contact address for this press release. Location of the company: Building#, Street, City, State, Country and Postal Code.

**Email: \***

Enter your corporate email id. We do not accept free or disposable emails to avoid spam. We do not accept more than four email id from sa



The title of our press release should tell a story. It should encompass what your press release is going to be about. For example, Controversial Video Reveals 5 Ways that People can Improve their Golf Game. A good summary should also be there to tell what your press release is about. At [www.pressrelease.com](http://www.pressrelease.com), they give you a template.

**Title length must be between 40 and 120 characters. Do not use !, #, ?, special characters or URL. First letter of first word and all p announcement of actual news.**

**Title: \***

**Summary length must be between 100 and 500 characters. Avoid !, #, ?, special characters, URL or contact information in summ sentences.**

**Summary: \***

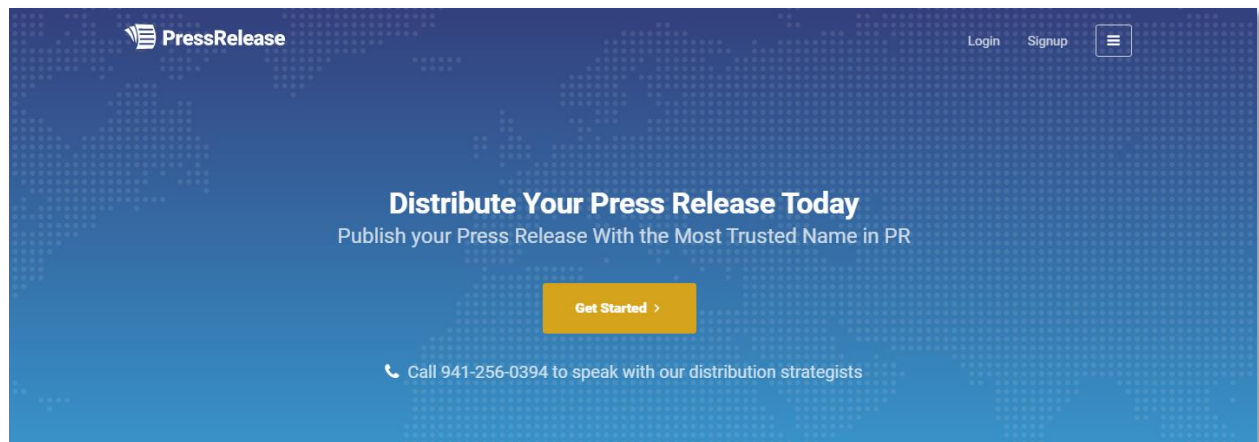
  
  

**Press release body must start with place, date and the text (PressReleasePoint). Write it like a unbiased third person reporting y 'Our', 'Us', 'You', 'Your' etc except while quoting someone. We will reject plain articles without news value, advertisement, ( press release. Do not submit anything except well written newsworthy press release.**

Press Release body must have four to twelve paragraphs including the last "About us" section. Each para must have two to six sent articles in the following links

- [Do's and dont's of a good press release.](#)
- [How to write a good press release.](#)

You need a good introduction. Again, I recommend you look around to see what a good press release should look like. It is very simple to get a press release submission done on most of these sites. Another that you may want to check out is [www.pressrelease.com](http://www.pressrelease.com) and you can get started there with creating an account and then posting that.



Many of these free press release sites do ask you for a company name and address. If you aren't comfortable with putting in your name and your home address while you get started, don't do it. You can just skip doing press releases for now until you get that all set up with an outside source. If you do want to move forward with it, you will need to enter what it asks for them to approve your account.

Company Type\*

Url\*

E-mail\*

Contact Person\*

Contact Number

Address 1

Address 2

Zip Code

Company Detail\*

86 Character(s) entered -  
614 Character left

Please enter minimum of 200 characters about your company, which will be placed within your free company news section.

Stock Ticker Symbol

1) Enter Only If You're Publicly Traded Company Only  
2) Enter comma-separated list of Stock ticker symbol of the company.  
(Sample: Nasdaq:GOOG OR GOOG)

Your headline should be catchy and keyword rich for any press release. Your body needs to say who, what, where, when, and why. It needs to have a call to action too such as a link to your website. **Make sure you choose a free press release.**

1888PressRelease.com

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[PR Packages \(20% OFF\)](#) **Now!**

Welcome: jacobjonesbiz

1888 PressRelease Dashboard > Submit Press Release

1 Submit Press Release

2 Preview Press Release

3 Select Best Plan

4 Additional Services

5 Completed Successfully

Submit Press Release

Please do not submit articles. We only accept Press Releases.

All fields are mandatory.

1) Press Release Information

Headline\*

200 Character(s) left 0 Words entered (Maximum 22 Words)

Summary\*

Please enter a unique summary that best describes your press release. Please DO NOT copy and paste the exact same top portion of your press release.

400 Character(s) left Please enter a unique summary that best describes your press release.  
Please DO NOT copy and paste the exact same top portion of your press release.

Press Release\* - Please do not insert any HTML tags within the press release.

Important Tips:

- The title should be newsworthy and in an announcement format.
- The press release must be checked for typos, grammar, punctuation, formatting and readability.
- The press release must not be too short or too long. Standard press release contains 4 to 5 paragraphs.

2) Select Details

Category\*

Select Category

Msa\*

Select MSA

Please select a specific MSA for added benefits and distribution. Selecting a specific city will only enhance/increase your distribution.

Country\*

United States

Release Date\*

March

13

2014

Some of the sites have different types that you pick from. You may be asked to list your keywords.

<b>Stock Ticker Symbol</b> <small>Sample: Nasdaq:GOOG OR GOOG</small> <input type="text"/> <small>Please enter comma-separated list of <b>Stock ticker symbol</b> of the companies mentioned within PR. <i>Why should I add?</i></small>	<b>Contact Name*</b> <input type="text"/> <b>Contact Number</b> <input type="text"/> <b>Zip Code</b> <input type="text"/>
<b>Keywords*</b> <input type="text"/> <small>Please enter comma-separated list of keywords.</small>	<b>4) Other Details</b>
<b>Press Release Type*</b> <input type="text" value="Product Launch"/> <input type="button" value="v"/> <small>We will help you in suggesting you the plan based on your selection.</small>	<b>Editor Notes</b> <input type="text" value="Notes for editor, this notes will not be published."/> <input type="button" value="v"/>

**Important:** Below you'll find a few of the most common reasons why your press release might be rejected. Please confirm you've read the following reasons to ensure your press release is approved.

- ☐ The press release is not an article.
- ☐ The press release title/body is newsworthy.
- ☐ The press release formatting/spacing is proper.

**CONTINUE TO NEXT STEP**

**Make sure you stay within the guidelines of what the press release site allows.** Some of them are strict and you don't want your press release to get declined. If you do it the right way, a press release can be a great way to get more exposure and more traffic.

## Special Bonuses:

1) How to build a real Internet business (Thousands of people have taken this free course and succeeded!)

[Click Here to Get Your FREE Bonus Lessons](#) (\$197.00+ Value)

2) \$100/Day Complete Video Series for FREE - [Click here](#)

3) FULL TIME Income from PLR - FREE download - [Click here](#)

## Resources for you:

1) [Coaching for Success Online](#) – Coaching from three real-life marketers, and the reseller content for you to start selling right away!

2) [Domain registration](#)

3) [Web Hosting](#)

Coupon Codes:

TAKE25PERCENT (25% off your entire first bill. Hint: prepay for a year or two and lock in the savings!)

HOSTINGSECRET (\$9.94 off)

REALRESELLER (\$24.94 off reseller account)

4) [AWeber List Hosting/Management](#)

(The paid hosting options are not required for this No Cost Income Stream method, but if you can afford it they are highly recommended for the long term success of your business.)

5) [Push Button Marketer](#) - Automates tasks like email, writing, creating websites, checking stats, blogging, website maintenance, posting ads, research, product reviews, and so much more.

## Recommended Websites:

Eric Holmlund – [www.EricsTips.com](http://www.EricsTips.com)

Paul Counts – [www.PaulCounts.com](http://www.PaulCounts.com)

Jeff Wellman – [www.IMSuccessTips.com](http://www.IMSuccessTips.com)