

Who else wants to know how to get free publicity?

The news that Buzz42.com now accept [press releases](#) (PR to the high fliers) may not seem that a big deal at first. But ask yourself this - do you actually know what a Press Release is?

A press release is a short document written as if it were a news item or blog post so that a news agency need do as little work as possible to actually create a news item.

If they create that news item you get free publicity.

Now, on the world wide web, the press release has a new function - it can act as a story in its own right providing a seed for bloggers to pick up on. Bloggers are those millions of people that write about "stuff" every day.

When a reporter is researching a story your press release may show up, further more it could provide a starting point later for more free publicity.

Regardless of the above a press release on the web carries a link. Every site that takes your release adds one more link to you.

It can only be good.

For a release to qualify an editor must find your release at least mildly interesting and at places like buzz42.com it's largely a case of whatever editor gets there first.

If you fancy a shot at some free linkage and general exposure try to say in as few words as possible why your news is the best thing ever - then expand on it with a few choice paragraphs.

The buzz42.com editorial policy requires press releases have a minimum word count of just 475 words which any decent blog post should be able to muster and a maximum of 1200 words. Any press release approaching 1000 words is probably far too long anyway. There is also a limit for links at most PR sites (press release) as a press release is expected to be highly focused - for example with buzz42.com you may have at most three links in total.

Word count, as always, does not include any company bio, address, author bio, contact info or other related data you wish to append at the end.

Press releases are considered professional products and as such have a different standard than say a cross post site (like crossposted.net for example) or other regular article directories. They must add something that the readers will find interesting - to gauge this editors will add them if they find them interesting.

Try to limit industry buzz words in your press release as these tend to just annoy the heck out of me. Do, however, try to talk about things in general and layman's terms.

A great idea is to add a very short glossary at the end of the item. The article gets more of the right keywords and readers learn something interesting.

For more help on this topic try this article on ehow.com or publicityinsider.com.

[Click here to submit a PR \(Press Release\) to buzz42.com](#)

About the Author

"Lord Matt" writes a regular blog at lordmatt.co.uk and edits occasionally for buzz42.com where users can repost good blog items. He also does a lot of other things that you might find interesting if you were to find out about them.

Source: <http://CrossPosted.net>