



## Help Yourself to a Great News Release with The Three-I Technique

By Paul J. Krupin, Internet to Media Fax Service

Getting publicity is one of the most important ways to jumpstart your book marketing and promotion. Most people have real difficulty writing press releases; in fact, some people even compare the activity to working while under the influence of a weeklong migraine.

You don't have to strain your brain. Relax! Believe it or not, it's easy to have fun when you write a news release. Using the "Three-I Technique" will help you write a great news release.

Before you begin writing the release, assess your strategy. Ask yourself the following questions, and answer them as completely as possible:

1. Who are my customers?
2. What do they read, watch or listen to when they get information that motivates them to buy a product similar to the one I offer?
3. What media allow me to target these people with a news release in the way they appear to be responding?
4. What types of articles or feature options are available in the media I've identified?
5. What can I offer to match the readership and editorial interests I've identified?

The Three-I Technique can help you answer the questions above and will give your press release more mileage. The idea behind the technique is to help you create the most appealing press release for the media you've chosen.

**The technique is pretty simple:**

- 1. Identify a successful model.**
- 2. Imitate the structure and content.**

### **3. Innovate with your own information.**

#### **Step 1: Identify a successful article or book review.**

Look for an article that is just like what you wish would be written about you. If you want to be in *USA Today*, study it. Look at and analyze five to ten articles appearing in the publication. Evaluate the writing structure and glean what *USA Today* produces from their contributing reviewers or writers. This involves several factors:

- » Identify and review the number of words in each article and know that a one-page news release can have between 200 and 400 words and still fit on one page in 14 point type.
- » Identify the number of words per paragraph.
- » Identify the number of sentences per paragraph.

After analyzing five to ten articles, come up with a favorite to aim at -- a success model to emulate.

#### **Step 2: Imitate the structure and content.**

Develop a general outline of the structure and purpose of each sentence and paragraph in your news release/article. Start at the headline and work your way through the article, sentence by sentence.

#### **Step 3: Innovate with your own information.**

Using the success model as a guide, write sentences that match the length, tone and function of the sentences and paragraphs.

At the top of the release, type "News Release" or "For Immediate Release," contact name and phone number. Add the book title, price and ordering information as well as how to get free media kits, review copies and author interviews.

That's it; you are ready to transmit your news release. You can send it to your specific target media and every other media in similar and related categories.

You can uncover some very interesting trends when you do this exercise on a particular publication: You will learn what the editors want. You will find out whether they like it long and wordy or short and punchy. You will find out whether short means good, or long means bad, or vice versa. You will learn

whether they need to know the number of pages and the publisher of the book, the ISBN and other contact, cost and ordering information.

You will learn whether or not you should mention how your book is being marketed. Some publications will provide contact information in articles and some won't. Most of the biggest ones won't. Is this a surprise? It shouldn't be, but it is disappointing: You get the publicity, but you don't get your toll-free number mentioned.

Use the Three-I Technique to assess the best way to design a news release and to approach any publication you want to be in. Listen to radio talk shows or watch key TV shows and learn what the producers want and demand of their guests. Then use the technique to design your news release and create an approach that will persuade the decision-makers. Match their needs and do your best to give them what they want. Use your news release to show them you've done your homework and are prepared to address their needs. When you go the extra mile, they are far more likely to respond favorably.

Use the technique to evaluate the style, editorial interest and readership or audience interests and the nature of the information your target publication needs. Factor what you uncover into your news release and approach.

This technique can help anyone create a highly effective news release.

Paul J. Krupin is president of Direct Contact, which operates IMEDIAFAX, The Internet to Media Fax Service, and is author of the book *Trash Proof News Releases*. He has developed surefire strategies for getting publicity, and his book covers the entire gamut of the how, why, when and where of news release construction, delivery and follow-up in today's fast-paced media environment. He has sent out millions of news releases on behalf of several thousand authors and hundreds of publishing companies over the past few years.

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