



Press Release Contact Information:

CeliaSue Hecht
PR Matchmaker
PR Consultant
1231 Country Club Drive
Carson City, NV
USA, 89703
Voice: 702-225-8206
E-Mail: [Email us Here](mailto:celiasue@celiasuehecht.com)
Website: [Visit Our Website](http://celiasuehecht.com)

You've Got the Power to Write Press Releases that Get Published by Undoing the Snooze Factory of Boring Hype
Small Business Owners and Authors Can Write Four Paws Up Press Releases

/24-7PressRelease/ - CARSON CITY, NV, February 12, 2008 - Remember in high school and college, those droning professors that put you and your classmates to sleep? Then there were the rare few who challenged you, kept you interested, excited, and enthusiastic about subjects that you might not even have wanted to know about. Similarly, a press release should never be a boring, sleep inducing, yawner that puts the media and other audiences to snoring. If even your dog is taking a nap, that is a clue.

You must present your business to the media and your target audiences online, offline, borderline and over the line, with a fun message that is newsworthy. This is not your grandpa's cup of publici-tea... but writing a press release that gets bottomline results.

Before you put hand to pen or fingers to keyboard, think about:

Who cares and why should they care

The difference between the messages of Hillary and Obama

How can you communicate the fun, passion and beauty of your business in 400 words or less?

If you want to effectively communicate with your customers, start a dialogue with the media, rank high on Google, Yahoo and other search engines, and maximize your time, energy and influence, hit the snooze alarm. Bring on the word bling, cast pearls, diamonds and gold to the world and you will receive media attention, new customers and clients, like attracts like.

Business owners of both small and large companies can learn simple, effective ways to tell their story to the media, so that journalists wake up and pay attention, and customers run do not walk to your website to buy your products and/or services.

Consider this Pup-Lick Relations tip from published writer CeliaSue Hecht and her dog. "Consider telling your business tale via an animal media spokesperson.

"There is a good reason why Geico has a Gecko in their TV commercials. Think about Tony the Tiger, Morris the cat, Ford Mustang, Taco Bell's Chihuahua or Smokey the Bear. During the recent Superbowl, the average price for a 30-second spot was \$2.5 million. In these ads, many companies had memorable cute, fun, cuddly, furry animals convey their message.

"Dogs, cats and even fake, stuffed and animated animals can enhance the message that you portray to tell the world who you are and what you represent. Why? One reason is that Americans and people all over the world love animals. And so do the media. When you touch people's hearts, funny bones and get them talking to one another about your business, (aka word of mouth), ka-ching... you've written the write stuff," she concludes.

She suggests beginning anew with a Four Paws Up Press Release a Month campaign, ongoing, consistent and reliable. Who knows, dahling, your paw print may soon be set in concrete on Hollywood Boulevard or the Internet Hall of Fame.

For more info, visit website at: <http://celiasue.hecht.googlepages.com/home> or call 702-225-8206.