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GUY'S GUIDE TO PLASTIC SURGERY FOR MEN OFFERS FREE DIRECTORY PROFILES TO BOARD CERTIFIED PLASTIC SURGEONS AND DERMATOLOGISTS

More men than ever are interested in looking their best, and are looking to plastic surgeons and dermatologists to help them do just that. Can you help them? Probably. Can they find you? Maybe. If maybe isn't good enough, California plastic surgery copywriter Mike Roe wants to help you help them.

/24-7PressRelease/ - PASO ROBLES, CA, July 16, 2008 -- After writing hundreds of Web pages for plastic surgeons and dermatologists across the United States - sites that primarily focused on the concerns of women - Mike Roe, a plastic surgery copywriter on California's central coast, launched The Guy's Guide to Plastic Surgery for Men in February of this year. The mission of The Guy's Guide to Plastic Surgery was and continues to be:

- To provide men considering male plastic surgery with the information they need to make an educated decision about their bodies
- To focus on just the most popular male plastic surgery procedures and dermatology treatments
- To tailor the copy to the unique concerns of men
- To present information in an easy to understand way so men new to researching cosmetic medical procedures are not intimidated
- To help those men interested in learning more to quickly locate a qualified plastic surgeon or dermatologist close to home

Today, to further the site's mission of connecting those considering male plastic surgery with a board certified plastic surgeon or dermatologist in their area, The Guy's Guide to Plastic Surgery for Men is offering board certified plastic surgeons and dermatologists a profile in the site's directory free of charge.

"In the beginning," says Mr. Roe, "it was my hope that I would have the time to research and then contact doctors myself, something I was able to accomplish for the San Diego, San Francisco and Dallas portions of the site's plastic surgeon directory. Unfortunately, this site is not my full-time job, and as a freelance copywriter, I simply haven't had the time to research doctors in other cities. Disappointing, of course, for in analyzing stats for the site, I noticed people were looking for doctors in other cities. It's my hope that by offering directory profiles at no cost, the growing number of prospective patients looking to The Guy's Guide to Plastic Surgery for Men for information about a procedure/treatment will also be able to find a doctor in their area to perform it."

About Michael Roe:

Mike Roe is a freelance copywriter on California's central coast. He has written Web, radio, TV and print advertising copy for a wide variety of industries: motion picture studios, interactive gaming publishers, toy manufacturers, orthodontists, upscale apparel retailers, home builders, arts organizations, marketing councils, heart surgeons, home appliance retailers and insurance agencies. Since 2006, he has provided more than 30 plastic surgeons and dermatologists in 16 states, as well as luxury cosmeceutical companies such as Leaf and Rusher Beverly Hills, with original Web content and ethical search engine optimization. Most recently, Mr. Roe was contacted by Atlantic Publishing to provide a case study for "The Complete Guide to Writing Web-Based Advertising Copy to Get the Sale." For a complete bio, please visit <http://www.hollywoodcopy.com>.

About Guy's Guide to Plastic Surgery

The Guy's Guide to Plastic Surgery for Men provides impartial information about today's most popular male plastic surgery procedures, such as Gynecomastia (male breast reduction), liposuction and laser hair removal for men. The Guy's Guide to Plastic Surgery was written by freelance copywriter and California SEO specialist Mike Roe. For more information about a free directory profile, please contact Mr. Roe at (310) 384-5936 or email him at michael@guysguidetoplasticsurgery.com.