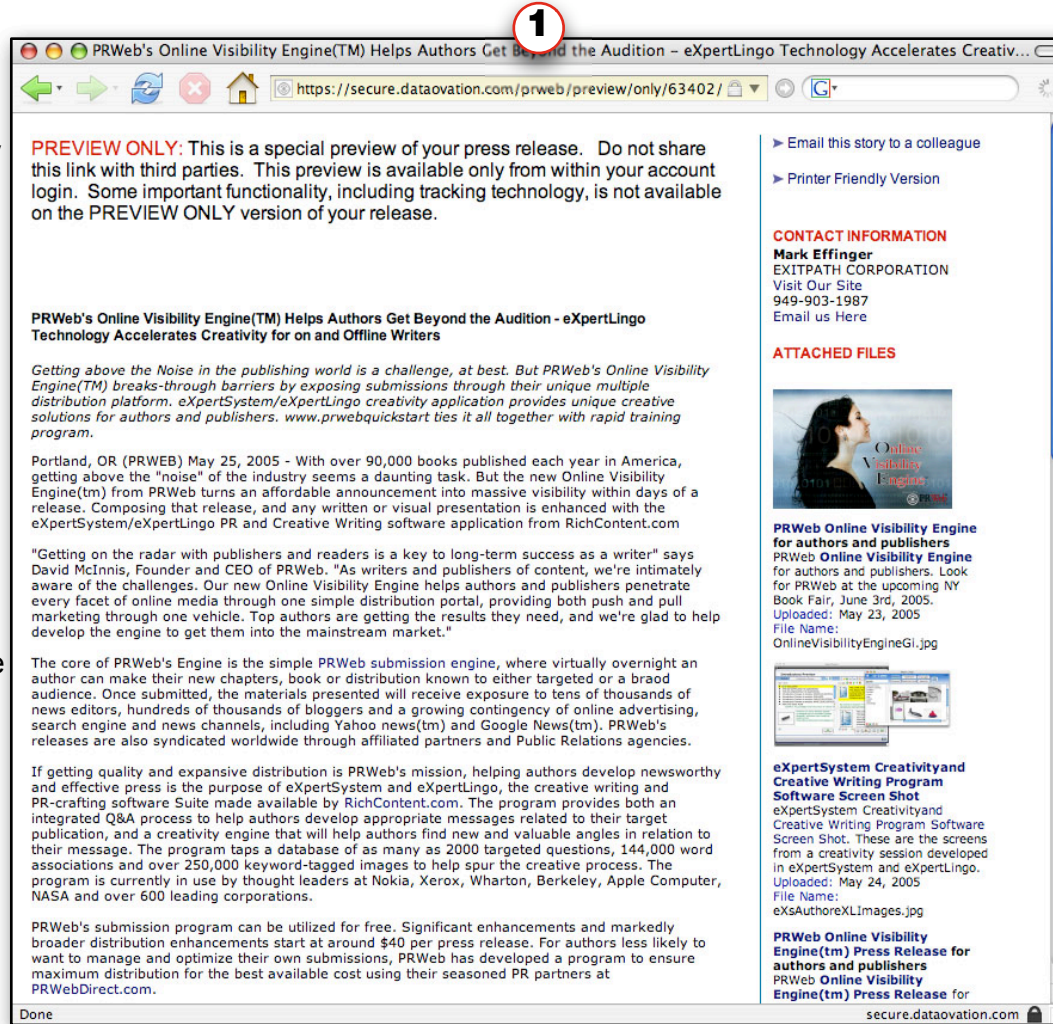


**Some things to look for:**

- 1) Does the **Headline** really work? Does it catch your attention and make you want to investigate?
- 2) Does the **Synopsis** extend the headline, read clearly and contain the gist of the PR?
- 3) Did I **format** the place, date, PRWEB disclosure and first paragraph correctly?
- 4) Does the **body copy** flow? Is there another quote that might be more valuable?
- 5) Is it **accurate**? Am I communicating the right points, in the right order?
- 6) Do my **links work**, and do they link to pages that extend the press release message?



- 7) Are my **images clear**, and will they work well in both thumbnail and expanded views?
- 8) Do I have both **images AND PDF's** attached to my press? If not, where can I get them?
- 9) Are these the **right images** to tell the story behind my PR?
- 10) Is there anything I can do to **improve my copy** that describes these images?

By clicking the **Preview** link in the **PRWeb Administration Console**, you can get a good look at your handiwork (or that of your **PRWebDirect** Consultant). If we've submitted our PR ahead of time, we'll often **take a screen shot or print a PDF of this page and review it**, ensuring that it really works well. Then we make any changes and put it to rest, **moving on to the NEXT Press Release**.

**Need More Help? -->**