

1



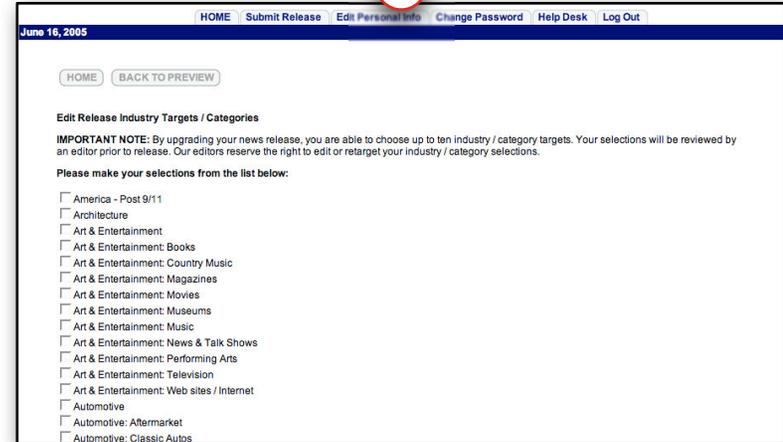
Once you've completed your Press Release, you can then begin the tweaking that takes it from *effective* to *amazing*.

One of the very first things you'll want to do following your Contribution is to change the date of the release to match the nearest date you'd like to see it hit the media. (Now, I know I mentioned getting your press in a week ahead of the actual date you want to release it... but that's not always possible. We are more often than not running right up to the 11th hour, and need our PR to release the very next day... which may be only 2-3 hours away).

So, in our case, we change the date to be the very next day. KEEP THIS IN MIND. If you need your press our tomorrow, and you've submitted the PR late in the evening, make sure you return to your press release immediately after you've Contributed, and move the date back to the following day.

If you've chosen to use PRWebDirect, then you can receive same-day distribution. But one caveat you want to consider is that a lot of international traffic is realized from Midnight to 6AM. if you release your PR anytime AFTER 6AM, then you've missed a significant amount of international press... which also means international blogs and forums where you might have appeared otherwise. Just something to keep in mind.

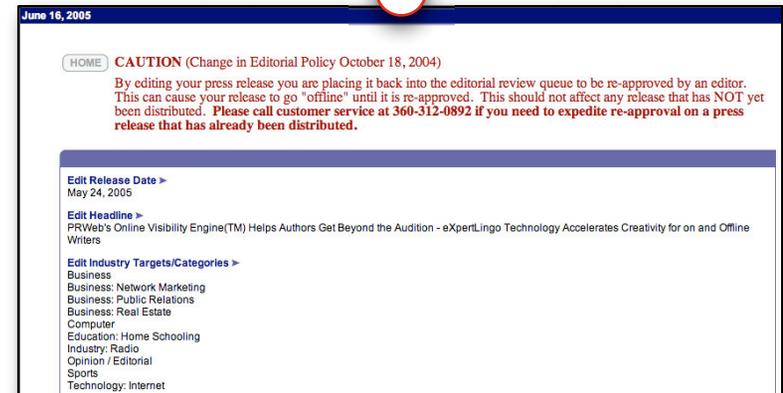
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Want to get 4-9-times the distribution with the flip of a switch? Simple.

Just go into your account, click the **Edit Release** link and then the **Edit Industry Targets/Categories**. By carefully adding the additional areas where your product or service might be wanted, you will see a measurable rise in pickups of your Press Release.

3



Let's preview our Release and see what we've got -->