

OK, so we've created a press release using either the **PRWebQuickstart template**, or a simple Word or word processor page. The screen shot to your right shows the various fields you'll be pasting your release into.

Keep in mind a few key points:

**1) Keep your headline under 170 characters.** (You can change that to 200 characters once you've upgraded your release).

**2) Make the summary succinct, but get the key message across. This is what shows up on the desktops of media professionals, editors and blogs, so make it compelling.**

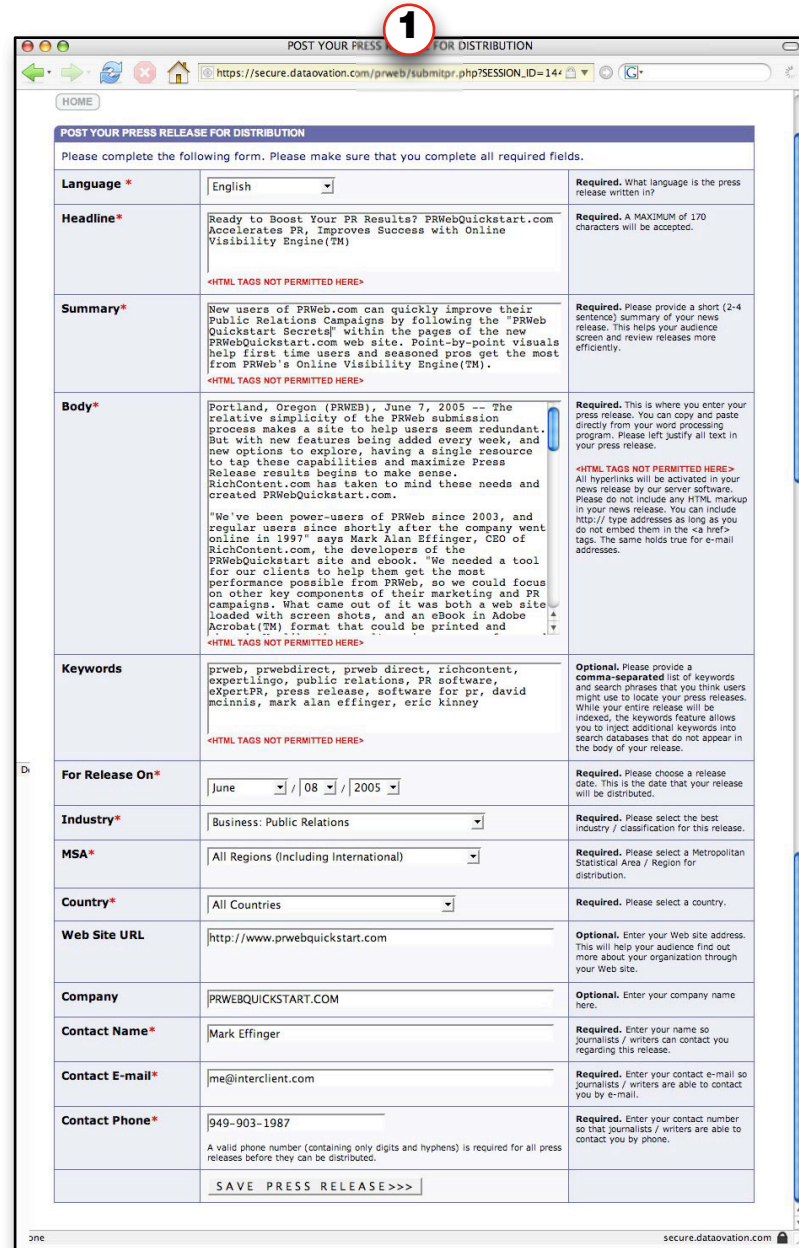
**3) Follow the guidelines provided by PRWeb regarding your intro and body content** (e.g. no HTML in the body, adult content is forbidden, keep it between 350 and 1000 words, etc..)

**4) I suggest creating and submitting your press release up to 7 days ahead of the actual date you want it to appear.** (I'll explain in Section 3 of PRWebQuickstart). **If you upgrade or use PRWeb Direct, you can submit today and see it in the press tomorrow.** If not, you have a 2-day delay before it can be seen online.

**5) Pick the industry closest to your target market.**

**6) MSA & Country:** Unless you're pinpointing your press release, choose **All Regions** and **All Countries** to get the greatest response.

**7) Use the actual target Web Page** (not necessarily the Home Page) of your web site as the URL.



**POST YOUR PRESS RELEASE FOR DISTRIBUTION**

Please complete the following form. Please make sure that you complete all required fields.

<b>Language *</b>	English	<b>Required.</b> What language is the press release written in?
<b>Headline *</b>	Ready to Boost Your PR Results? PRWebQuickstart.com Accelerates PR, Improves Success with Online Visibility Engine(TM) <small>&lt;HTML TAGS NOT PERMITTED HERE&gt;</small>	<b>Required.</b> A MAXIMUM of 170 characters will be accepted.
<b>Summary *</b>	New users of PRWeb.com can quickly improve their Public Relations Campaigns by following the "PRWeb Quickstart Secrets" within the pages of the new PRWebQuickstart.com web site. Point-by-point visuals help first-time users and seasoned pros get the most from PRWeb's Online Visibility Engine(TM). <small>&lt;HTML TAGS NOT PERMITTED HERE&gt;</small>	<b>Required.</b> Please provide a short (2-4 sentence) summary of your news release. This helps your audience screen and review releases more efficiently.
<b>Body *</b>	Portland, Oregon (PRWEB), June 7, 2005 -- The relative simplicity of the PRWeb submission process makes a site to help users seem redundant. But with new features being added every week, and new options to explore, having a single resource to tap these capabilities and maximize Press Release results begins to make sense. RichContent.com has taken to mind these needs and created PRWebQuickstart.com.  "We've been power-users of PRWeb since 2003, and regular users since shortly after the company went online in 1997" says Mark Alan Effinger, CEO of RichContent.com, the developers of the PRWebQuickstart site and ebook. "We needed a tool for our clients to help them get the most performance possible from PRWeb, so we could focus on other key components of their marketing and PR campaigns. What came out of it was both a web site loaded with screen shots, and an eBook in Adobe Acrobat(TM) format that could be printed and <small>&lt;HTML TAGS NOT PERMITTED HERE&gt;</small>	<b>Required.</b> This is where you enter your press release. You can copy and paste directly from your word processing program. Please left justify all text in your press release.  <small>&lt;HTML TAGS NOT PERMITTED HERE&gt;</small> All hyperlinks will be activated in your news release by our server software. Please do not include any HTML markup in your news release. You can include http:// type addresses as long as you do not embed them in the <a href= tags. The same holds true for e-mail addresses.
<b>Keywords</b>	prweb, prwebdirect, prweb direct, richcontent, expertlingo, public relations, PR software, eExpertPR, press release, software for pr, david mcinnis, mark alan effinger, eric kinney <small>&lt;HTML TAGS NOT PERMITTED HERE&gt;</small>	<b>Optional.</b> Please provide a comma-separated list of keywords and search phrases that you think users might use to locate your press releases. While your entire release will be indexed, the keywords feature allows you to inject additional keywords into search databases that do not appear in the body of your release.
<b>For Release On *</b>	June / 08 / 2005	<b>Required.</b> Please choose a release date. This is the date that your release will be distributed.
<b>Industry *</b>	Business: Public Relations	<b>Required.</b> Please select the best industry / classification for this release.
<b>MSA *</b>	All Regions (Including International)	<b>Required.</b> Please select a Metropolitan Statistical Area / Region for distribution.
<b>Country *</b>	All Countries	<b>Required.</b> Please select a country.
<b>Web Site URL</b>	http://www.prwebquickstart.com	<b>Optional.</b> Enter your Web site address. This will help your audience find out more about your organization through your Web site.
<b>Company</b>	PRWEBQUICKSTART.COM	<b>Optional.</b> Enter your company name here.
<b>Contact Name *</b>	Mark Effinger	<b>Required.</b> Enter your name so journalists / writers can contact you regarding this release.
<b>Contact E-mail *</b>	me@interclient.com	<b>Required.</b> Enter your contact e-mail so journalists / writers are able to contact you by e-mail.
<b>Contact Phone *</b>	949-903-1987 <small>A valid phone number (containing only digits and hyphens) is required for all press releases before they can be distributed.</small>	<b>Required.</b> Enter your contact number so that journalists / writers are able to contact you by phone.
<input type="button" value="SAVE PRESS RELEASE &gt;&gt;&gt;"/>		

Let's SAVE and UPGRADE -->