

TIME: About 20 minutes + one-time Media Kit Development

About RichContent

RichContent is a product development, marketing and PR company in California and Portland, Oregon. The company is known for "product quickly and affordably, with an emphasis on high-velocity, short time-to-money programs. Responsible for launching Time Magazine of 2003, the Trikke cambering scooter, and 2005's Yahoo Big Idea PR. Emphasizing Online PR and marketing programs for online marketers developed and launched over three dozen additional products and services. The company can be reached at 360.609.9272 or RichContent Web Site.

SUMMARY: Now that the release is all but ready to upload into PRWeb's Online Visibility Engine, let's look at *who composed the release, and how you want to connect them to the release*. Most of the time you want responses from the media coming to your PR firm. But if not, then make sure you have a *Designated Hitter for the media* to deal with.

This is at the Bottom of your Press Release. Be or Hire a Contact Person.

Who Are You? - If you're the writer, the PR firm AND the company you're writing about, then this is easy: just **create a profile** for you, a contact person's info and a little history, and **a link to your site** (don't put email addresses in, as they are available in protected format on **PRWeb's** site when viewers come to visit. **Visit other releases to see examples.**

PRWeb.com provides for Your Company Overview. Make it Sincere, Engaging.

Your Resume' - Since this is either YOUR resume'/bio/company profile, or that of your PR firm, you want to **ensure this is accurate, somewhat dynamic, and makes the viewer feel comfortable connecting with the contact person.** But this is not the place to show off. Sincerity rules here.

Serve the Media! They are Your Friends! No BS, be Approachable.

Keep It Real - *Editors and journalists want to connect with a real person who at least respects their presence in your life*, and who also has the unanswered questions posed by the press release. So ensure that your release is accurate, and that you're "**approachable**" and **willing to give the media most or all that they seek** from you. It'll be worth it.

Have a paper Media Kit for the press. Use when asked by qualified Journalists

Be Prepared - If you have a press release that has some timely or interesting information, **you are sure to receive some sort of interest from the media.** **Be prepared with detailed images/scans/photos of your product, service, people and company.** And give the media what they ask for in a timely manner. It's key – not only today, but in the future.

Ensure you have a Link pointing to your web site from your Signature Block

Link Home - This may sound redundant about now, but it's really important: **put a link in your signature to ensure that viewers can easily find you.** In addition, a link here also provides value to your web site, as **PRWeb.com is a high Page Rank site**, and you benefit from every high Page Rank site you have linking to you.