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Press releases done Write

Nothing is more crucial to your business than good publicity. Yet many businesses which are willing to spend heavily on paid advertising let amateurs handle press releases and media relations.

What a mistake.

A professionally-written and properly-distributed press release usually makes the difference between success and failure. At The Write Company, we know the difference. As newspaper reporters and publishers of business trade journals, we've been on the receiving end of press releases for more than 20 years. We've seen good ones and we've seen garbage. The garbage usually ends up in the appropriate place, resulting in a waste of valuable time and money.

News editors, like everybody else, are busy, often working on tight, stressful deadlines. Put yourself in their place. On a pressing deadline, presented with a quality, well-done news or product release, and a confusing conglomeration of rubbish, which would *you* choose? So would the news editor.

Improve your chances by making an editor's life easier. Submit your news or product release in a professional, journalistically-acceptable style and a convenient format. The Write Company can do that for you, and for a surprisingly reasonable cost.

And we can take the next step for you as well. Let us handle your press inquiries. If you want the press to work with you, you have to work with the press. Start on the right foot by being accessible. Every editor appreciates timely responses to his questions. Wait a week to return an editor's call and you may not like what gets printed.

You're busy with other important parts of your business and may not have time to drop what you're doing when the press calls. Why not let a professional handle the press for you? That way you're covered and everybody is happy.

We're The Write Company to handle media relations for you. We've worked both sides of the phone line for more than 20 years. We know what we're doing.

Contact The Write Company to find out about our media relations services. From having a single press release written to retaining us to handle media inquiries and public relations, we can help your business or organization at a very affordable cost.

The Write Company is the business services division of McEntee Media Corp., a publisher of business-to-business trade publications since 1990.

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