

Press release distribution best practices:

Once your press release is written, email your contact at your local media publications:

1. If you know an editor or publisher at your local publication, use that connection.
 - a. In a brief email or phone call explain that you have some newsworthy information that they might be interested in.
 - i. Be sure to include the press release if you are sending an email.
 - ii. Ask if you can send a press release via email if you are calling.
2. If you do not have a contact, get in touch with me and I will be able to send you your local publication's contacts.
 - a. Once you have the contact information, a simple introductory email message such as the one below might help:
 - i. Be sure to include your release, both in the body of the email as well as an attachment.

Hello!

My name is ----- and I'm with RE/MAX ----- . We recently welcomed a new RE/MAX associate to our team. I thought this information would be a nice addition to your business section and great information for your readers who are also home buyers and sellers. I have included a press release with further information for your review. Please don't hesitate to call or email me with questions.

Thank you for your time and consideration.

Signature here -----

3. After your initial contact with the publication give them a day to respond. If you haven't heard back from them by day two feel free to follow up with them.
 - a. Reference the initial contact and ask if they received it.
 - b. Offer to provide any additional information if they are interested in your announcement (i.e. a photo)
4. If you do not hear back from the publication within a week it is safe to close your engagement with them. They have either chosen to run it without contacting you or have passed on the opportunity.

Remember: Submitting a press release is free so there is no guarantee your announcement will be printed. It is entirely up to the editor as to when, where, and how to run it. But, do not be discouraged; it is nothing personal and you should always offer up future announcements as time and persistence build relationships.