

Chapter 4 Challenge

Customer's Email to KinetEco Alternative Energy

Here's the email from customer Jerome Donaldson.

Dear East Hall Advertising,

I am an entrepreneur and I want to start marketing my new business: Blue Four Audio. We make t-shirts with built-in speakers that link up to your mobile device. The micro speakers are sewn into the sleeves or pocket of the shirt.

I need to get at least three press releases out right away to start generating revenue soon. Cash flow has been a problem as we're trying to get our product into stores.

I have already written the three press releases and want to send them out over the course of three months. I have a PR budget for this of about \$325. Can you let me know how much you charge to distribute my press releases? Let me know as soon as possible.

Thanks,

Jerome Donaldson, CEO and Inventor

Blue Four Audio

Template

Template for answering customers' questions about press release distribution fees.

Template: Press Release Distribution Fees

We offer two press release distribution packages: the Basic Package and the Deluxe Package.

The fee for the Basic Package is \$99 per press release. With this package, we give you our basic press release template. We distribute your press release to all the major search engines, and we host it permanently at our site: EastHallAdvertising.com. We have a two-day turnaround time for distributing Basic press releases.

The fee for the Deluxe Package is \$369 per release. With this package, we give you a custom press release template, designed especially for [your business name]. You can embed images or video into your release. We submit your release to all the major search engines, online news sites, and online newspapers. We host your release permanently at our site: EastHallAdvertising.com and link to your site [URL] within the release. We have a two-hour turnaround time for distributing Deluxe press releases.

Whichever package you choose, your first step should be to give us a call at 1-800-111-2222 to speak with [name], who will serve as your marketer any time you distribute a release. We're here to provide support every step of the way so your press release will generate publicity for [your business name] and build your brand.

Ready to get started? Call us today!

Press Release Team

East Hall Advertising

Here are a few reminders about how to customize a template:

- **Add the specific information the customer will be looking for.** Use the product names, dates, or tasks they wrote about in their email to your company.
- **Do the math for the customer.** Calculate total costs or deadline dates.
- **Delete any irrelevant information from the template.**
- **Free-text part of the opening sentence and the closing sentence.** Those are two places where customers really sense whether you're writing specifically to them.