

Chapter 4 Solution

Here is my response to the customer Jerome. To show you how I customized the template, I have used blue to identify the places where I free-texted, and I've crossed out the parts of the template I didn't use.

Dear Jerome,

Thanks for contacting us about distributing press releases to market your new business, BlueFourAudio.com. Your t-shirts sound very innovative!

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.

As I mentioned, the fee for the Deluxe Package is \$369 per release, so it's probably not an option for you at this point. For future reference, the Deluxe Package includes features like ~~With this package, we give you a custom press release template, designed especially for [your business name]. You can embedded images or video into your release. We submit your release, submission to all the major search engines, online news sites, and online newspapers, We host your release permanently at our site: BizMarketing.com and a link to your site BlueFourAudio.com 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 1-800-555-2222 to speak with Darla Branson, 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 Blue Four Audio and build your brand.

Ready to get started? Call us today!

Press Release Team
EastHallAdvertising.com