



EconomyPR.com Publishes Free eBook on Press Release Writing for Entrepreneurs

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CLEVELAND, Ohio ? EconomyPR.com, the press release writing service for SEO managers and entrepreneurs, announced today that it has published its first free eBook, The Entrepreneurial Press Release. Written by EconomyPR.com CEO Hugh Taylor, with a press release SEO chapter contributed by Scott Hammond, the book teaches entrepreneurs to write press releases that will drive their businesses forward.

“Writing a press release can be challenging, though it is absolutely possible for you to write them on your own,” said Taylor. “Writing your own press releases can save you time and money. At the very least, learning the process of how a press release gets put together will help you understand how to achieve your desired business goals from public relations.”

The book focuses on press releases, but it puts public relations into the context of a broader corporate communications strategy. It contains a chapter called “The Ten Minute Communication Strategy Workshop,” which discusses how to situate PR within the marketing process and understand the relationship between press releases and overall business objectives. Another chapter discusses when a press release is

actually needed for marketing and when it may not be necessary.

The book looks deeply at the press release, diving into what's in a press release, the components of the press release and what each of those components does. It also covers some style issues, providing some behind-the-scenes tricks used in writing a great press release. The book's appendices include a press release template and checklist.

EconomyPR.com offers press release and blog writing services at affordable rates. It specializes in press releases for search engine optimization (SEO) managers, entrepreneurs, Amazon Sellers, crowd-funders and non-profits. CEO Hugh Taylor has managed public relations in the Fortune 500 as well as for several venture-backed startups. EconomyPR.com is now offering a special SEO Press Release write/distribute package for \$50.

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EconomyPR.com

EconomyPR.com is devoted to making professional quality media relations affordable for all. We specialize in press release writing and distribution as well as media outreach services for small businesses, entrepreneurs, non-profits, and individuals.

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