

David Breth Publications Presents ...

Press Release PROFITS



Your Guide To
FREE
PUBLICITY

Step-by-Step Study Guide

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Press Release Profits

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Introduction

Congrats on taking the plunge! If you have read publicity books before, you will find many are written for big companies, with big budgets and plenty of human resource power. I know you are a small business, network or affiliate marketer and likely you are the only person available to do your public relations. This manual is for you.

This booklet prepares you to run your own publicity campaign through press releases which get noticed by the media, all on a small budget. You know your company best. You are the most qualified person to run an effective campaign.

If you can invest about 2 hours every couple weeks writing and distributing a press release, over time this can develop into some pretty terrific exposure for your business...ABSOLUTELY FREE.

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1. What is a Press Release?

A press release is a **newsworthy story about your business that you submit to various media** ~ newspapers, radio, television, magazines, etc. If they are interested in your story, they may just interview you or run your press release in their publication.

A formal press release follows a specific format and is sent to solicit interest in your business.

In whatever format you send your press release, it is important to remember that a press release is not an advertisement about your business. It is a **newsworthy story** that the media might just be interested in picking up.

The most important thing to remember is...***do not wait for news to happen...make it happen.*** Use your creativity when writing your press releases and create news. This guide will help you do that.

2. Why Should You Use Publicity & Press Releases to Promote Your Business?

- ▶ **The great thing about a press release campaign is that it is AFFORDABLE to the small business entrepreneur.** Getting attention in the press puts small and big business on an even playing field.
- ▶ **You really can not buy exposure like this.** People are naturally “suspicious” of ads, but will take a story presented by the media as an “endorsement” of your business. You can get front page billing or be featured on a talk show for 10 minutes. Could you imagine how much it would cost to pay for an ad in spots like that? Most major newspapers don’t even let you buy ad spots on the front page. And if you want a 30 second commercial on TV, you’ll pay hundreds, if not thousands, of dollars.
- ▶ **You can create brand loyalty.** If people hear about you in the paper frequently or they hear you on their favorite radio program, you can become a household name for your product or service. Even if they do not use your product, you are in the back of their mind when someone else is looking for a product just like yours.
- ▶ **Steady Stream of Website Traffic.** When you submit a press release to various online newswires, they can spread like wildfire. They are picked up by other websites – and very frequently Google News & About.com. We’ll show you where to place your release for potential inclusion on these sites.
- ▶ **You can explore lucrative niche marketing by reaching different markets.** Of course, you have a target market for your business already, but imagine this. Let’s say you run an errand business and your clients range from the elderly who have problems with mobility to rich people who just want to pay someone to do stuff for them. Well, you can very easily target publications read by these groups with very different press releases.

When you write a release to a magazine for people over 65, you might focus on how you provide a community service and perhaps do an informative story of one of your clients. If you’re writing a press release for an upscale style magazine, you can write about your expertise in knowledge in haute couture. There is no limit to who you can be with press releases.

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- ▶ **Affiliate Marketing – Do not Just Promote Your Own Products in Your Releases.** Any online business owner needs to understand the power of multiple streams of income. You can pursue this even with your press releases. There is no reason why you have to promote your own products in your press releases. You can promote the products of others and get a commission doing it.

Look at what is going on in the news. What problems are there in the world that an affiliate product could sell? You can write a press release on the problem and present the product as a solution.

What This Guide Will Cover

- ▶ How to create a great hook that meets your marketing objective
- ▶ The technical details of press releases - everything you need to start an affordable press release campaign
- ▶ How to create and build your own media list.
- ▶ Using your website to leverage more media exposure
- ▶ Creative ways to get publicity
- ▶ How to handle the interview
- ▶ Customizable Press Release Templates
- ▶ Sample Press Releases
- ▶ Clickable resources to start building your media list now

3. Before We Get Started – You NEED a Website / Blog

Your website / blog serve as a “storefront” and it a much more affordable than any brick and mortar store (if money is tight get a free blog <http://www.Blogger.com>)

For your press release campaign, you will need your website for:

- ▶ **A public relations section** – You will provide your press releases, press kits for download and other information for the media.
- ▶ **24/7 access to your business for the media and potential customers** – With a website, your business is available for browsing and information searching at ANY time on ANY day.
- ▶ **Special landing pages to funnel the media into your website** – You may send a release on a specific topic and want to send traffic to your business to learn more about that topic. With a website, you can make special pages to send traffic to with that precise information.

Remember the niche marketing we were talking about? If you want to send the over 65 magazine to your website, you will present them with information that will appeal to retirees. If you are sending releases to the “upper class”, you can have a whole different section of your website to present to them.

Most importantly, reporters and editors don’t always want to pick up the phone to call you. A website gives them the opportunity to get to know your business thoroughly before contacting you. Your website is also available 24/7 for reporters who are working on a late night deadline. You can get publicity while you sleep!

If you do not have a website, you can make a professional online presence in a few minutes (HONEST) at <http://www.affiliatecommandpost.com/301.html> (there is a 10 day free trial). This site builder even includes a built in press release section for your website.

4. When to Send out a Press Release

You need a good hook for your press release to get attention. Remember to show benefits to the media's audience – Why would they be interested in this? Shift the focus away from you and self-promotion. Your audience is most important. Here are some ideas to get your creative juices flowing:

The launch of your business or website – What is unique about your business? What problem does it solve for people? What are the benefits to your visitors or customers?

Adding new services & products – Again, make it newsworthy. Make sure to focus on the benefits and why your target audience would be interested in the new services and products. It's all about benefits. Will it take 10 years off their appearance? Will it save them 10 hours every week? Will it increase their income by 2%?

Be the expert – **This can not be stressed enough.** Even if you don't think you are an expert, take some time to think about it and you'll see that you are. If you are a web designer, be the web usability expert. If you operate an errand service, be the expert in personal service. If you can find that expert angle and build a relationship with the media, you'll have the media calling on you for your expert opinion on related stories. Like Jenifer Jurden does in with her YouTube video for her creation "JURDY": <http://www.youtube.com/watch?v=YQ8SH-oJLzk>

Celebrities or public figures who are doing something with you – Are you interviewing a famous author? Has a celebrity endorsed your product? You can seek out these opportunities and when you do, tell the media all about it.

They don't have to be huge names. Just local celebrities or people who will be known by your target market will do.

Events – Announce your special events, like public speaking engagements, open houses, seminars, fairs you are arranging, etc. Create quality events just to get publicity. Be unique, set yourself apart from other events and make sure your contributing to the community.

Contests – Write a press release about your contest while it's running. Then send a release announcing the winners once the contest is over. Check legalities in your area.

Fundraisers & donations – If you are running a fundraiser or making a considerable donation (ex. 5% of your sales for the month of September), write a press release about it.

It will bring attention to your business and help you run an even more successful fundraiser. Make sure your story encourages others to help you make those contributions – offer your customers an incentive, have a theme, give a little gift.

For example, if you are supporting breast cancer charities, give out a little pink candle with a pink ribbon for every purchase over a certain amount.

Free stuff – Do you have a great freebie on your website? Everybody loves free stuff. Whip up a press release announcing your freebie.

Community service – Do you offer training or apprenticeships to students or unemployed individuals? Does your business sponsor a local sports team? A press release is a great way to let people know about your community service.

Major awards & accomplishments – If you've been given a prestigious award, write a press release about it. Just keep in mind that a press release is not your opportunity to brag about yourself. You still need to focus on how that award shows you can help others.

Conduct surveys or statistical analyses – Survey a sector of the population on a topic of interest and report your findings in a press release. For example, if you are an aromatherapist (<http://www.HerbalVista.com>), conduct a survey to see how many people believe scents affect moods.

Create a special day – Create a “National Day” for something related to your business. If you’re a hot dog vendor, make a National Hot Dog Appreciation Day and celebrate with hot dog specials.

Offer a free booklet or report – Information is very valuable. If you can create a free report on a relevant topic, people will come running.

Dr. Martin Russell is an expert in the field of Creating Word Of Mouth For Businesses, Network and Affiliate Markers so he created a free booklet on “*How To Have More People Actively Spreading The Word For You*” <http://www.word-of-mouth-marketing.com>, for example - - this way you can read his free report/booklet before you invest \$35.00 in the real thing.

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Now after you read his free report/booklet you know he gives real value in his free report/booklet so there is no doubt the real thing is packed with solid information you can bank on!!! Do not forget to include some good promotion of your business in that very informative book.

With your website, you can do this in digital format – like a .pdf file, an audio mp3 or even a video – but make sure your target market is tech-savvy. Or better yet, offer a digital format and a hard copy format so that people can make their choice.

Digital is perfect for people who want their information NOW and know how to download off the Internet. Mailed information is for non-technical people or ones who prefer to have the information right in their own hands.

Open up your phone lines for support on your hot topic – This will likely take more financial resources and/or time than the booklet, but allows you a more personal approach to delivering the information.

You could also schedule a teleconference. You can do that for free (for up to 150 people) at <http://freeconference.com> .

Tie in your story with a TV show or popular movie – With today's crazy TV reality shows, there are endless possibilities. If you're a couple's therapist, write a story on the effects of programs like *The Bachelor*. If you sell camping gear, tie in a fun promotion with *Survivor* or *America's Got Talent*, *Etc..*

Tie in your story with a current news story – Offer your commentary on stories related to your industry. Here's another idea: If there's a heat wave and you sell purified water, choose a date and offer free samples for a few hours.

Find a problem and solve it – If your product or service solves a problem, write a story about the problem and offer your expert advice on its solution (part of which will be your product!).

Tie into holidays – Holidays are a great time to get a little extra publicity. Throw a Halloween party for kids so they have a safe environment to enjoy the festivities. Run a food drive for needy families at Christmastime.

Give out awards – Sure, it is great to tell people about when you get award, but why not turn things around and offer awards to people in your community? These could be certificates, bursaries or even scholarships.

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5. Proper Press Release Format

Your press release should follow a specific format and include a few key components. This guide includes a few sample releases and a template in .doc format for you to easily create your release. Reporters and editors receive many releases each and every day. You only have a few seconds to grab their attention, so write a succinct and interesting story. The headline and first paragraph are often your only chance to get attention before your press release ends up in the shredder.

And Never Forget! This story is for your readers (the editor/reporter and ultimately, their audience) ~ tell them why it would interest them. You are not important. For example Silks Restaurant at Bulle Rock in Havre de Grace, Maryland properly formats and effectively uses press releases on and off line like this one: <http://www.free-press-release.com/news-maryland-restaurant-unveils-their-new-logo-1281400458.html>

Here is what your press release should include:

▶ Date Instructions

"For Immediate Release";
"For Release Before [date]" or
"For Release After [date]"

Use one of the latter two if your press release is of a time sensitive nature. For example, if you are holding a public speaking event, you will want to use the "For Release Before [date]" and make sure you input the final date for registrations. If you are using the "For Release Before [date]" ensure you are sensitive to media deadlines. Send your release out well in advance.

▶ Headline

Use an attention-grabbing headline. There's a fine line between a promotional headline and a headline that gets attention, but don't be too mundane and factual in your headline. That's boring. Here are a few headline ideas:

A Headline for a Nutritionist:

76% of People Surveyed Eat at Fast Food Restaurants More Than 3 Times Per Week, Contributing to a Growing Obesity Program in Canada

A Headline for a Night Club:

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Single Richmond Residents are Invited to Find Their Soul Mate at
Valentine's Day Dating Game Fundraiser

A Headline for a Florist:

Local Residents to Be Awarded in an Upcoming Rose-Growing Challenge

▶ **Contact Information**

Include as much information as possible here. Make it easy for the media to contact you. Include your phone number, address, company name, fax number, email and URL. Include the hours you are available at the listed phone number and add an after hours phone number, if applicable.

▶ **Summary**

Before you get into the body of the release, write a sentence or two to summarize your press release. Make it interesting, you want the recipient to keep reading. Also, include the area to which this release is relevant.

▶ **Content**

This is the meat of your press release. Again, write a benefits-oriented story. Think of the target audience as you are writing. Your target audience is partly the editor or reporter who will be reading the release. Ultimately, however, your target audience is that editor or reporter's readers or audience. You need to write a story that will be of interest to them.

The first paragraph should answer all the important questions - Who, What, Where, When, Why & How? You only have a few seconds to keep an editor's or reporter's interest. Here's your chance.

▶ **Signify the End of Your Press Release**

The end of your press release is shown by a few simple characters. Place ### at the end of your release.

Other Important Formatting Tips

- ▶ Keep your release to about 1 page (or 2 pages maximum).
- ▶ Number your pages 1 of 2, 2 of 2, etc.
- ▶ Avoid the hype. Don't use big words and adjectives. Stick to the facts in plain English, ma'am.
- ▶ Focus on benefits: What problems do you solve for your customers or website visitors?

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- ▶ Use bold headlines to get attention.
- ▶ Break up your paragraphs for easy reading.
- ▶ Tweak your release when sending to different media outlets. If you are sending it to the local paper, your content may be slightly different than if you are sending it to a trade journal.
- ▶ If you are sending your release by mail, use 8 1/2" x 11" letterhead. Use only one side of the paper. If your release is more than one page long, write "more" at the bottom.
- ▶ If you are sending your release by email, never send an attachment. Copy and paste your release into the body of the email.
- ▶ Back up your claims with facts and statistics. Often the media will publish your press release without interviewing you or making substantial changes. They may not even have time to check your facts, so if they are dubious, then they may just toss out your release.
- ▶ Send samples. If it's cost effective, send out a few samples with your release. If you are an author, send a copy of your book. Just remember, if you send these things unsolicited, the goodies may be appreciated, but your press release may get tossed. Carefully evaluate your expenses and the results of sending freebies.
- ▶ If you are snail mailing your press release, do not send it in a white or manila envelope with typed labels. This is a great tip I received from Alex Carroll of RadioPublicity.com. They do not stand out and look like all the other mail editors receive every day. Use a brightly colored envelope (I prefer the signature David Breth & Associates Cherry Red), handwrite the address and add a unique marker like a sticker or rubber stamp. Make your envelope get attention and beg for attention.
- ▶ Consider sending out a Press Release Kit, instead of just a simple press release. Personally, I've rarely helped clients put together press release kits and they aren't crucial, but you may want to put one together. Here's what you can include:

- Cover Letter
- Press Release(s)
- Business Fact Sheet

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- Your Biography
- Samples, Photos, etc.
- Company Literature
- Your Business Card

You need to evaluate the cost of sending a full press release kit. You may want to indicate that you will send samples upon request as an alternative.

However you decide to send your release, you need to stand out from the crowd. You need to create a press release that would interest the editor and his target audience.

6. How Your Website Comes into Your Marketing Plan

Ensure your website is welcoming to the media and include a section of your website just for your media information and press releases. Include a history of your company, contact information, your press releases, and media coverage. This page should be easily accessible from every page on your website.

Make a Media-Friendly Media Page

- ▶ When you send out your press releases, always invite the media to visit your media page.
- ▶ Allow visitors to your media page to sign up for your press release mailing list. That way, interested parties can stay up to date on all of your website's news and you can stay in contact. Send out news regularly to keep your business in the forefront of your subscriber's minds. You can deliver your news by email (most cost efficient) or snail mail (more work and more expensive).
- ▶ Ensure your online releases have hyperlinks to all the relevant areas of your website.
- ▶ Offer printable versions of your press releases. You can make them PDF files (read with Adobe Acrobat Reader), but remember that the media may want to run your press release in their publication as is so you need to have a way for them to have a format they can copy and paste. In those cases a rich text file (.rtf) may be the best solution. This file type is universal and anyone can open it no matter what type of word processing program they have.
- ▶ You can save a text file or a Microsoft Word file as an .rtf by going File → Save As → yourfilename.rtf. You can also save it as an .rtf file by selecting "Rich Text Format" in the drop down box beside "Save as type."
- ▶ Offer instructions on how to get a press release kit and include information about its contents. You can always have the printable portions available for download and printing.

7. Create and Build a Media List

You need to build a media list and it will likely take some time to get a really good list going. If you've just begun building your media list, start locally and small. And start online so you can build traffic to your website.

Local and/or small media are most likely to be interested in your story and it's the perfect way to hone your press release writing skills. Besides, a lot of the larger media outlets scan the smaller outlets to find stories to pick up.

Try newspapers, trade journals, topic specific magazines, websites, radio shows, television show ~ whoever would be interested in your topic.

Always remember to get specific contact information for your press release when possible. A release addressed to a particular person will receive a lot more attention than a general release sent to the media outlet.

Familiarize yourself with the editor or reporter's work. Find out the method she prefers to receive press releases. Do not automatically send them by email – some will prefer mail or fax. Find out their deadlines.

If you are sending your release by email, never send an attachment. Copy and paste your release into the body of the email. Never send a bulk email. Address emails individually.

How to Build Your Distribution List:

1. For your local media, check the publication or their website for information on how to submit a release. Find out the precise editor or reporter you should be addressing your release to. You may have to pick up your phone to get this information or hire an assistant to do the calling and information gathering for you.
2. Do a search on your favorite search engine for websites in your industry that might just be interested in running your story.
3. Here are a few websites to help you build your list:
 - ▶ **Media Post** <http://mediapost.com> - extensive directory for US media
 - ▶ **NewsLink.org** <http://newslink.org> - directory for a number of countries
 - ▶ **ABYZ News Links** <http://www.abyznewslinks.com/> - directory for a number of countries

4. Submit your site to a few online newswires and news websites. A number of them require payment, but here are some free ones:
- ▶ **PR Web** <http://prweb.com> - They do a great job, but no longer offer a free service.
 - ▶ **Click2NewSites.com** <http://click2newsites.com> - submit your press release for free.
 - ▶ **Free-Press-Release.com** <http://free-press-release.com> - free press release distribution center.
 - ▶ **PressMethod.com** <http://pressmethod.com> - free press release distribution center.
 - ▶ **PRFree.com** <http://prfree.com> - free press release distribution
 - ▶ **24-7PressRelease.com** <http://24-7pressrelease.com> - free service. You can also contribute funds to receive better placement for your release.

Getting Extra Exposure from Google & About.com with Your Press Releases

Google.com often takes press releases from PRWeb.com. You may be buried in their new section, BUT if someone searches for keywords on Google about your website (ex. your site is about car accessories and your release is too)...your release may be featured at the top of the results.

One of my press releases for www.DavidBreth.com went all the way to the TOP of Google news and remained there for over 12 months - - Talk about exposure!!!

About.com also scours press releases to add to its various sections and you might just find yourself listed without submitting to them. If you're not familiar with About.com, they are a huge website with information on just about every topic there could possibly be. I've had press releases and articles listed there and they can bring you tons of extra traffic on an ongoing basis. If you think your press release should be listed, contact the editor of the appropriate section and suggest your press release for inclusion...or you can even just ask them to list your website as a resource.

You can also search places like magazines.com and newspapers.com (make the links clickable) for ideas on target publications. The focus of these websites is not to build a media list, so you will have to do some digging for the appropriate contact information, but you might find publications you will not find in the other resources.

Although, the distribution is probably not as great as with mainstream radio, you may want to search targeted programs on Internet radio. Here are a few places to look:

<http://live365.com>

<http://penguinradio.com>

<http://worldtalkradio.com>

<http://blogtalkradio.com>

<http://wsradio.com>

- ❑ Podcast Alley - <http://www.podcastalley.com/index.php>
- ❑ Podcast.net - <http://www.podcast.net>
- ❑ Digital Podcast - <http://www.digitalpodcast.com/index.php>
- ❑ PodcastDirectory.com - <http://www.podcastdirectory.com/>
- ❑ Podfeeder - <http://www.podfeeder.com/>
- ❑ Podfeed.net - <http://www.podfeed.net/>
- ❑ Podscope - <http://www.podscope.com/>
- ❑ Open Media Network - <http://www.omn.org/>
- ❑ podCast411 - <http://www.podcast411.com/>
- ❑ All Podcasts - <http://www.allpodcasts.com/>
- ❑ Podcast Bunker - <http://www.podcastbunker.com/>
- ❑ Podcasting Station - <http://www.podcasting-station.com/index.php>
- ❑ PodcastPickle - <http://www.podcastpickle.com/>
- ❑ Plazoo - <http://www.plazoo.com/>
- ❑ Podcasting News - <http://www.podcastingnews.com/>

And try <http://itunes.com> as well.

Creative Ways to Get Publicity

A press release is the traditional way to gain publicity for your business, but it may not always be the best way. Here are a few creative ways to gain free publicity for your business.

Pick up the Phone

Reporters are busy but sometimes a personal touch will work. You may also make that call at just the right time. The reporter may have a deadline looming and space to fill.

Use your judgment when making phone calls. Do not try to get Diane Sawyer on the phone, but if you would like a spot on a local radio show, why not give the host a call? Besides, radio is a very verbal media and they want to hear your voice and see if you would be a suitable guest. If you do call, **show you are serious** and **do not** use the 1-800 number.

Send a Personal Email to a Website Publisher

If you are looking to be interviewed by a website publisher, check her submission guidelines. She may just appreciate a personal email instead of a formal press release. It shows you took the time to write that publisher instead of sending "canned" information about your business. Take the time to talk about the publisher's own website and speak in very specific terms.

Don't send the same message to a number of publishers. Experienced publishers will know when they are being sent a form letter.

Letters to the Editor

You can send letters to the editor to promote your business. If you read a story on a subject of which you are an expert, send in your opinion. Word it so people know who you are and what you are doing.

Example: "As a nutrition and weight loss counselor for four years, I find your story on....", and if you can, sneak in your business name in the signature.

Again...be the expert!

Speak at Public Events

Volunteer for speaking engagements at public events. This will help establish you as an expert in your field.

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Submit Articles to Newspapers, Websites, & Other Publications

Publishers are always looking for content for their publications. Submit articles and ask that your business information and website URL be included when the articles are published.

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8. What to Do When a Reporter Calls

So, you sent in your press release and guess what? A reporter calls and she wants to run your story. Be enthusiastic, but stay calm...you'll get through this. Hopefully, you are already prepared for this call with the following:

- ▶ A list of points you would like to cover in an interview.
- ▶ Documentation with supporting information - for your reference and to send to the reporter if she requests it.

Here are a few tips on what to do and ask when the reporter calls:

Grab a pen and paper and write down the important details, including:

- ▶ reporter's name and phone number
 - ▶ what publication/show they are from time, date, & location of interview, if it isn't going to take place right then on the telephone
1. Find out what angle the reporter wants to take on the story. Make certain that this angle will be favorable for your business.
 2. Ensure that you are the most appropriate person to answer the phone calls on behalf of your business.
 3. If you feel you need preparation, ask for a few sample questions that will be covered.
 4. Ask if your website URL will be published in the interview. After all, the purpose of sending your press release was for publicity. If they won't publish your URL, you'll have to decide whether the interview will be worth the exposure for you or not. If this is one of your first interviews, you might want to jump at the chance.

What if it's not a good time?

If the reporter calls at an inconvenient time or if you are not quite ready, ask if you can call back shortly. Gather your thoughts and documentation and call back promptly.

If the Interview Will Take Place in the Future

Announce your coverage on your website and make an announcement to your newsletter subscribers. Tell them where they will be able to listen to or read your interview.

How to Handle the Interview

Congratulations! Do not forget to breathe...everything will be fine. Just remember a few key points and you will do great.

1. Take a moment to think about your answers – especially if the interview will be edited or put into print. And remember, what seems like an eternity-long silence to you, is likely only a couple of seconds.
2. Speak in plain English. Do not use technical jargon and explain any industry-specific terms you do use.
3. Speak in a friendly, yet convincing manner. Hide those nerves and be sure of yourself. After all, you're being interviewed because you are the expert.
4. Back up your claims with facts and give examples.
5. If you do not understand a question, ask for clarification.
6. If you do not know the answer to a question, you can say, "I do not know offhand, but I can certainly find out that information."
7. Do not speak "off the record". You can never be certain that it will not end up in the interview.

Tips for Television Interviews

1. If you are a work at home mom and the television press is coming to interview you, do not wear a suit! Be natural. Clean yourself up and get out of your pajamas, but be sure to look natural.
2. Wear solid colored clothing. Patterns can be quite distracting on television.
3. Look at the reporter, not the camera.

If You Have to Send More Information after the Interview

1. Find out the preferred method: fax, mail, email, etc.
2. Ask the reporter's deadline and ensure the information gets there in time.

After the Interview

Announce your coverage on your website and make an announcement to your newsletter subscribers. If possible, link to the story or offer a transcript.

Always keep the contact information of the reporter or whoever ran your story. Be sure to thank them after your story runs and contact them personally when you have a new story.

Get your press releases created and sent to targeted major media outlets by Jimmy Krug's company <http://www.mynationalpublicity.com/why.htm>

PS Though they are located in Florida you may think ..."well they are not close to me"... - - the location of the press release creation or distribution does not matter.

Look, I have personally worked with Jimmy and his team –They run their business with strong ethics and integrity (you will not be disappointed).

Designing Profitable Strategies For Small Businesses, Network and Affiliate Marketers,

David Breth

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