

## What Are The Internet Marketing Gurus Emailing?

Contains my ultimate swipe files of emails that gurus use to promote internet marketing products

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Bob Bly's Direct Response Letter: Resources, ideas, and tips for improving response to business-to-business, high-tech, and direct marketing.

October, 2008

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\*\*\*Quick and cheap way to distribute press releases\*\*\*

Can press releases be sent to the media via e-mail instead of postal mail?

Yes, says Eric Yaverbaum, a NYC-based PR consultant who sends 90% of his press releases directly to editors via e-mail.

Best way to do it: cut and paste the press release into the body of your e-mail.

Warning: do not send press releases as an attached file unless the editor gives you permission to do so. Editors won't open an attached file from a stranger because of computer virus concerns.

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