



FIVE TIPS TO GET THE MOST MILEAGE OUT OF YOUR PRESS RELEASE



1. Submit it to all your local and regional media with your own company information added, in order to promote your business AND the event.



2. Upload it to your webpage with a link from a front page announcement about your participation in the event, and link it to the event info pages.



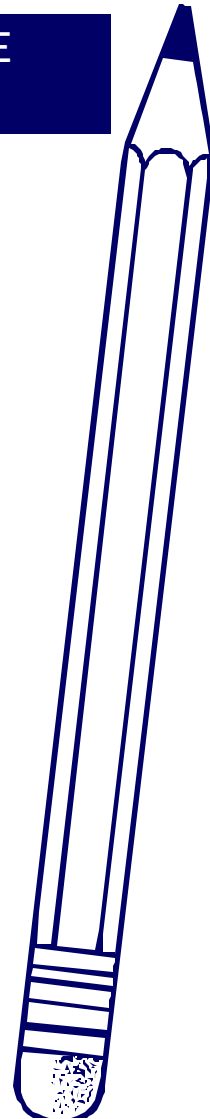
3. Include in your newsletters from now until the event.



4. Send it out to any other business, networking or community groups you're involved in or know about.



5. On March 1st, we'll send you another updated one — and then we recommend that you do it all again!



From your **2004 'Celebrating Home Business Expo'** co-host
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