

Catherine speaking at ASAPS – press release

<b>A newsworthy Subject</b> (a brief description of the press release)	Catherine will be speaking at the Bioform booth during The Aesthetic Meeting 2009 in Las Vegas, NV from May 4-6, 2009
What is the <b>target audience</b> ?	Aesthetic physicians
What is <b>the importance</b> or the <b>value/benefits</b> that this news can bring to our target audience?	Catherine will present two talks each of the three days: <ul style="list-style-type: none"> <li>- Five Easy Ways to Promote MI Procedures</li> <li>- Five Must Haves for Your Aesthetic Practice</li> </ul>
<b>keywords</b> relevant to this press release (for search engine optimization)	ASAPS, bioform, radiesse, aesthetic talks, The Aesthetic meeting 2009, Catherine maley
How does this news particularly help the target audience? What <b>particular problem</b> does it solve?	Helps them market their aesthetic practice and attract more cosmetic patients
<b>Quote</b> for the other party involved (ask for approval first) if needed	
Is the news related to an <b>event</b> ? When? Where? How? Who?	See info I emailed you
<b>Boilerplate</b> (about Cosmetic Image Marketing and about the joint company, ask for their “about” description)	Check website
<b>The press release type:</b> <ul style="list-style-type: none"> <li>- an announcement</li> <li>- product launch</li> <li>- company report</li> <li>- Event detail</li> <li>- General press release</li> <li>- other</li> </ul>	Event detail
<b>Reference links</b>	My website, ASAPS and bioform websites
Free field (additional notes if needed)	

**Some good advice!**

Before you write a word, remember this:

**The reporter isn't interested in helping you make money or driving visitors to your site.** He's looking for a story that will be **interesting to his readers** and **pleasing to his editor**. He could care less about your great selection, super customer service and commitment to quality. He wants to know **only the info that will help him craft a good story.**

**Take your ego out of it.** Take your natural inclination to sell, sell, sell out of it. Look at your story with a cold, objective eye.

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Find a way **to deliver value to people beyond your company news**, and more people will take an interest in what you're doing.

Answer the question, "**Why should anyone care?**" and make sure your announcement has some news values such as timeliness, uniqueness or something truly unusual. **Avoid clichés such as "customers save money" or "great customer service."** Focus on the aspects of your news item that truly set you apart from everyone else.

**Get Permission.** Companies are very protective about their reputation. Be sure that you have written permission before including information or quotes from employees or affiliates of other companies or organizations. Any dispute resolution will favor the other company, meaning that your press release may get pulled.