



Sandra Beckwith's Book Publicity Resources

- ✓ [5 ways to make your book relevant to the media](#)
- ✓ [How to pitch radio and become a talk show guest](#)
- ✓ [Help a Reporter Out \(HARO\)](#)
- ✓ [6 HARO response essentials](#)
- ✓ [How to write a tip sheet](#) (scroll down)
- ✓ Free report: [Virtual Book Tour Basics: How to Connect with Your Audience and Sell More Books Without Leaving Home](#)
- ✓ Free biweekly e-newsletter: [Build Book Buzz](#)
- ✓ [DIY PR training](#) (listen for special offer during the conference)
- ✓ [Additional resources](#)

Press release distribution services

Use a paid press release distribution service because the free services don't send your release out to journalists, bloggers, and websites. The press releases sit on the free service website waiting to be discovered. When you include your website URL in your press release, the free sites help generate "back links" to your site that help with search engine optimization, but they don't do a lot to get media attention. Here are several paid press release distribution services. PRWeb is my favorite (learn why from this [blog post](#) that also explains how to use PRWeb services).

- Free press release distribution services list, with an analysis of effectiveness: <http://bit.ly/xmu1Fw>
- PRWeb: <http://bit.ly/H7LoC7> (this is my affiliate link that gets you a 10 percent discount on your first order)
- Cision: <http://bit.ly/q2tQ0s>
- Business Wire: <http://www.businesswire.com>
- PRNewswire: <http://toolkit.prnewswire.com/entrepreneur/>
- Send2Press: <http://bit.ly/GDkzXk>
- Majon International: <http://bit.ly/GDZKQp>
- PR.com: <http://www.pr.com/promote-your-business>
- Ereleases: <http://www.ereleases.com/>
- Mass Media Distribution: <http://www.massmediadistribution.com/>

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