



How can you get free publicity and boost your business?

Press releases help establish you and your business as an important resource to your community and are a great way to get credible attention for your small business. Now you can reach the audiences that matter the most to you for a fraction of the cost of hiring a marketing firm.

The Martino Evans Public Relations Program includes:

- One customized press release, with two sets of revisions
- One worksheet to target your release to your market
- Directions on how to submit and execute the press release
- Seven additional targeted story ideas for you to develop and present to the media in the future
- Email and/or phone contacts for 5 to 10 local/regional media outlets, depending on market size
- Email contacts for 3 to 5 national media outlets with guidelines for pitching your specific story

Bonus...

Price.....\$300.00

Business owners will work directly with Maria Evans, an award-winning public relations professional and founder of Martino Evans Clear/Concise/Communication. Maria works with organizations and companies to build awareness among key audiences. With an MBA and a background in journalism, Maria understands the communication needs of start-ups to multinationals.

About ME

For more than 20 years, Maria has developed marketing plans and PR campaigns, including writing and editing press releases, brochures, marketing pieces, newsletters, magazines and web sites. Maria led employee communications in a Fortune 100 company.

Maria helps small business owners reach the targeted audiences they need for their success. For more information, please see www.martinoevans.com or



contact Maria at maria@martinoevans.com.

Bonus 1:

Special report:

Five other places to leverage your press release

Bonus 2:

Special report:

Six Ways to Get Recognized as an Expert

Also Available:

Expand Your Market

Put your release on the Newswire – and save \$195

If you want to reach your entire market, we will submit your press release to PR Newswire, *saving you the \$195 membership fee.*

Your message will reach more than 4,000 Web sites, search engines and online databases with a potential audience of millions and thousands of journalists.

The only charge will be a pass-through charge, depending on the region you want to target.

4941 Cabin Run Road, Pipersville, PA 18947 / 215-738-2544

maria@martinoevans.com www.martinoevans.com