

PressEdge



THE PRESSEGE XT MANUAL

This is the all-new PressEdge Software, which takes you to the very fore front of press releases technological advancement. While the basic version is available with some nifty features, the more advanced version, PressEdge XT Quantum, really takes your press release to the next level by using the most recent technological breakthrough employed only by a savvy few.

The PressEdge XT allows you to automate the sending of your press releases to your press release contacts! It has over 70,000 media contacts available to you and a wide range of options and configurations for you to use.

Please remember that PressEdge is not a mass mailing system and the contacts contained in the database should be sent only when permission by the contact has been granted. PressEdge is a tool for you to manage your own Press release contacts.

Enjoy the software, use it wisely and increase your exposure. Please check the website often to view future developments!

GET STARTED QUICKLY

One the best ways of getting used to any new software is to navigate around by testing different buttons to see what they do and are used for. This will help you become familiar with the software and you will quickly understand what to do at any point instead of studying manuals at every turn of need.

Try to move around the software to get a feel before reading this manual. Once you do that, you understand how to use the software much more quickly. The PressEdge software is quite user-friendly and you will soon discover this after the first or second use.

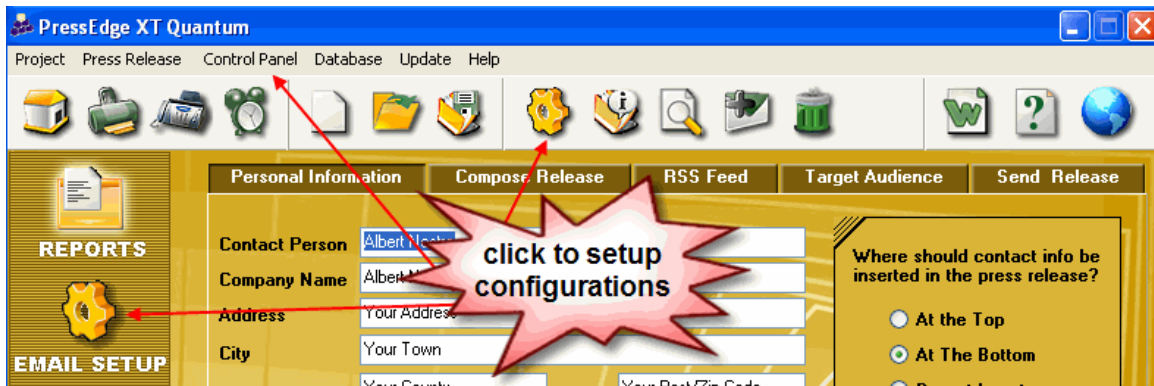


One major benefit of this software is its ease of navigation. You can move seamlessly from one section to another just one click and there are different icons and menus to help do that like a child. You can do anything you want at any time in any section; so far you have satisfied the criteria for that section.



THE SET UP

The information you input during setup will be automatically available each time you use the **PressEdge** software, however, always remember to click on the **"Save"** button where applicable.



Start your software use by clicking on the "EMAIL SETUP" icon on the left hand menu bar, or the "Control Panel" in the navigational bar. You see:

- Email Settings
- Notification Settings
- FTP Settings
- Login Info
- Fax Settings

Click on "**Email Settings**". This will require you to input your Internet connection settings. Start with the **SMTP mail server**. If you do not know this, contact your ISP and they would give it to you.

Control Panel



CONTROL PANEL

Notification Message SMTP Settings FTP Accounts Login Info Fax Settings

Send Modes

Standard - Send through an SMTP Mail Server

SMTP mail server

Requires S

Setup

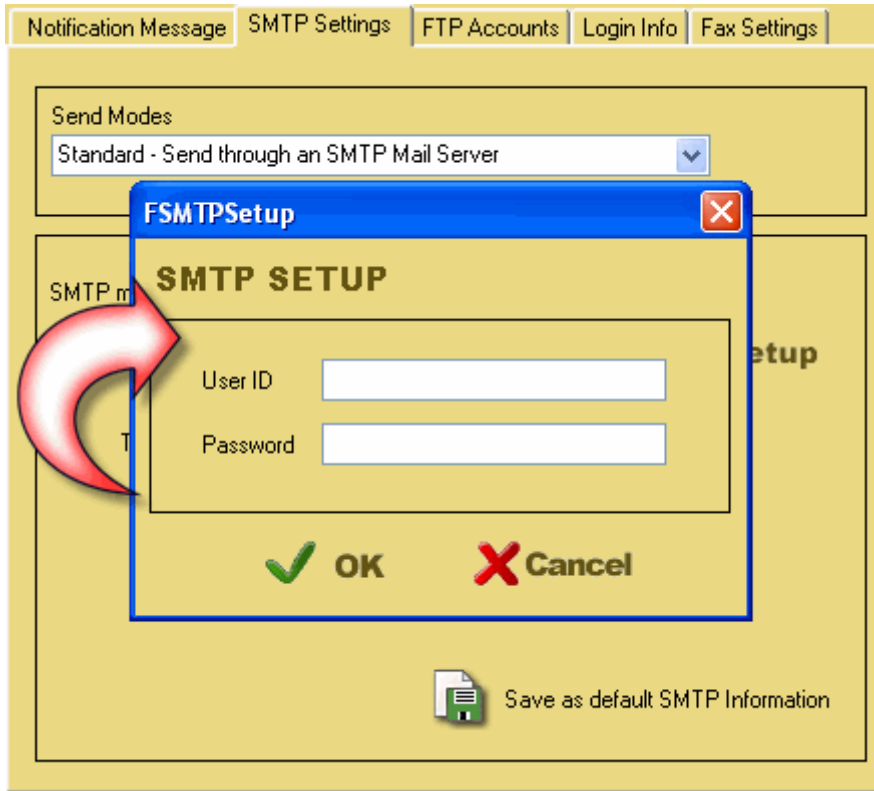
Time Out 0 Minute



Save as default SMTP Information

OK

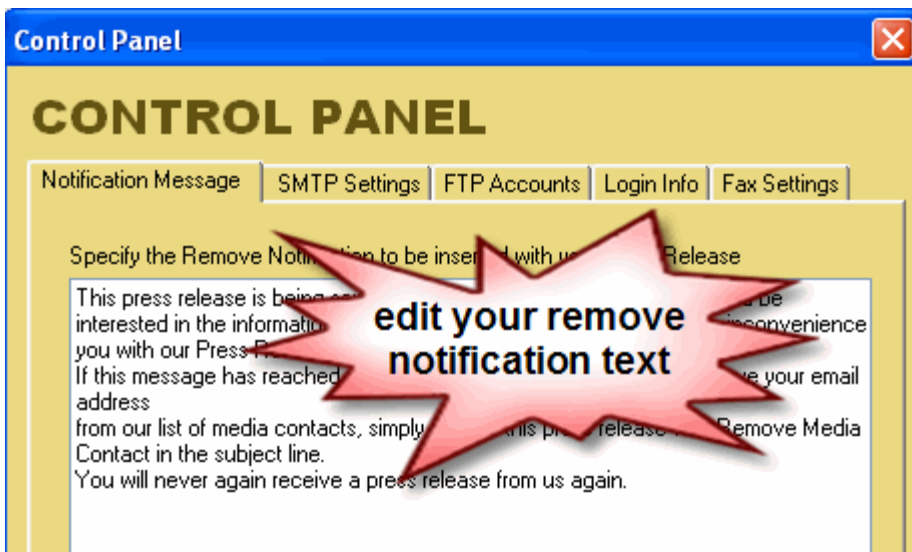
Cancel



Once you have done that, click on **Setup**. It will require you to add more information about your online access with your username (or ID) and password. Then click OK. This action closes the prompt.

Click on "Save".

Next, click on the **Notification Message**. You may edit the default information and customize to your specification or leave as is.



Click on the **FTP Accounts**. This is required if you wish to publish releases and RSS to your website. You need to input:

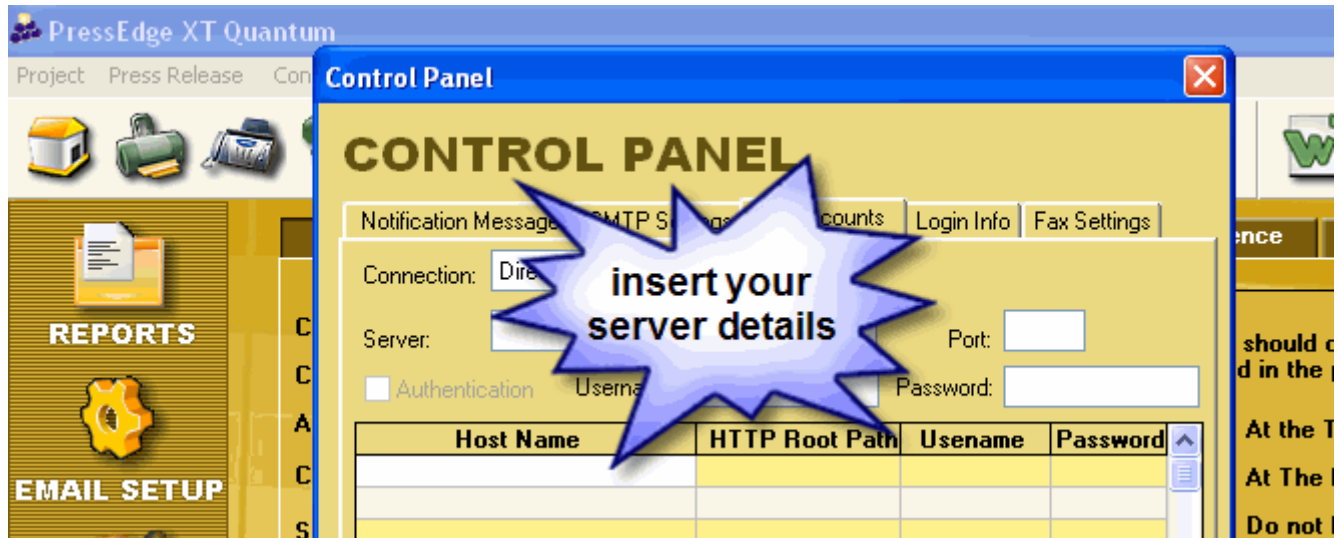
Host Name, HTTP Root Path, Username, and Password. For example:

Host Name: www.yourdomain.com or <https://www.yourdomain.com/>

HTTP Root Path: public_html

Username: admin

Password: thisiSsecret



Click on "Save".

If you do not know or are not sure about this, you need to contact your domain host to verify.

The next section, **Login Info**, deals with your article submission websites. This is particularly for article submission sites that have a simple submission process, and the vast majority of article submissions fall into this category. All you have to do is register at such submission sites and then fill in your access details to such sites here. For example:

Host Name: www.articlesubmit.com

Username: max234

Password: Mysecret

Click on "Save".

The last section is the **Fax Settings**. Usually, the **PressEdge** software will automatically detect this, but if you have a different setting from the automatic settings, you may modify. Otherwise leave as in the default position.

Click on "Save".

When you have finished the last section, click on the OK button. This will take you back to the main window.

MAIN WINDOW

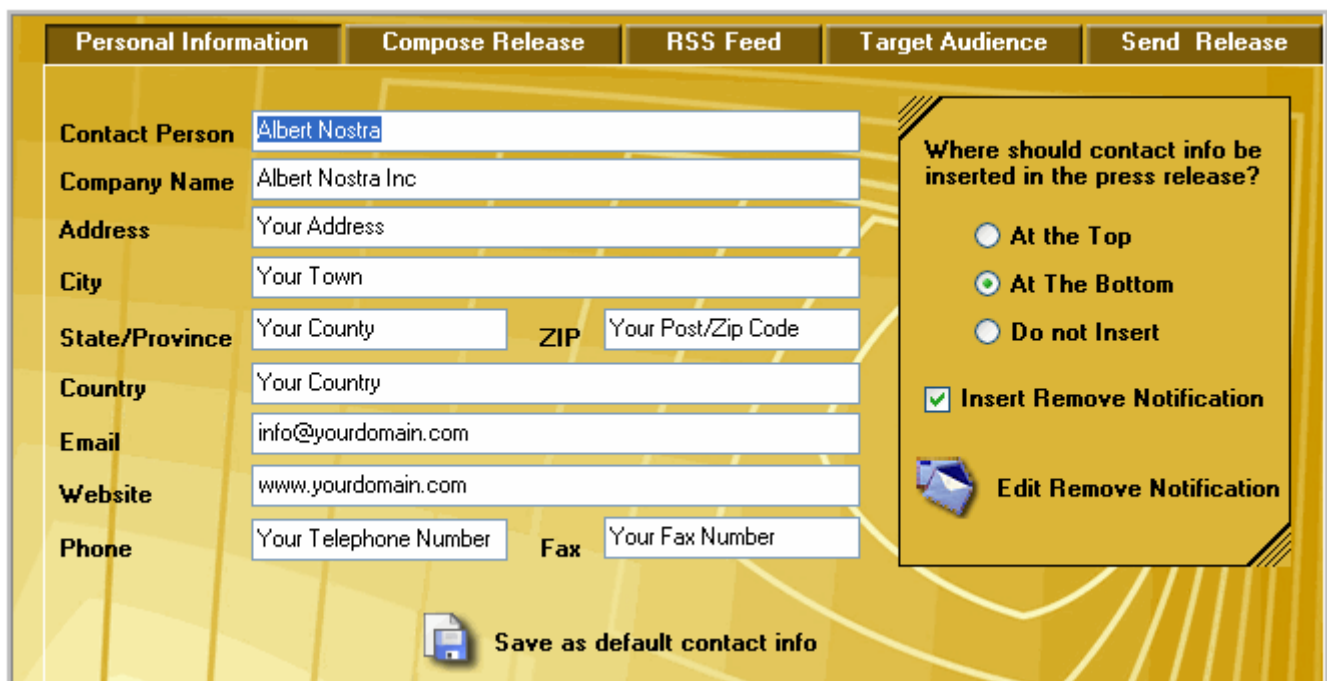
Probably the most important section to you is the main window, we have five navigational buttons: Personal Information, Compose Release, RSS Feed, Target Audience, and Send Release.



Familiarity with these sections is vital for a successful campaign. Once you get used to these sections, you would want to make a release every day. We have deal Let us start with the **Personal Information** section.

PERSONAL INFORMATION

Fill in your personal information into the space where you have the default and click the save button.



The screenshot shows the 'Personal Information' section of the software interface. It features a navigation bar at the top with five buttons: 'Personal Information', 'Compose Release', 'RSS Feed', 'Target Audience', and 'Send Release'. Below the navigation bar is a form with the following fields:

- Contact Person:** Albert Nostra
- Company Name:** Albert Nostra Inc
- Address:** Your Address
- City:** Your Town
- State/Province:** Your County, **ZIP:** Your Post/Zip Code
- Country:** Your Country
- Email:** info@yourdomain.com
- Website:** www.yourdomain.com
- Phone:** Your Telephone Number, **Fax:** Your Fax Number

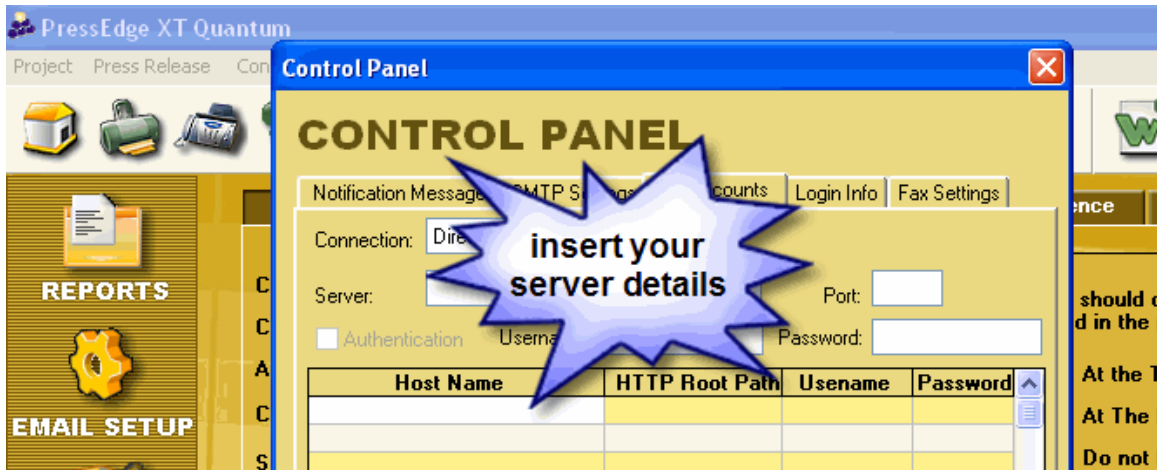
On the right side of the form, there is a panel titled 'Where should contact info be inserted in the press release?' with three radio button options: 'At the Top', 'At The Bottom' (selected), and 'Do not Insert'. Below these options are two checkboxes: 'Insert Remove Notification' (checked) and 'Edit Remove Notification' (with a folder icon).

At the bottom center of the form, there is a 'Save as default contact info' button with a floppy disk icon.

On the far right, you may check the place where you want the personal information to be, whether at the top, bottom or none at all in the release.

The information you fill in here will be automatically filled into every release you make.

You may also check the "remove notification" insertion. There after, you may click on the "Save as default contact info" button. Once this is done, it will always remain as, except you change or modify it for a specific campaign.



Next is the **Compose Release** section.

COMPOSE RELEASE

The quickest shortcut to this section is the “pen and paper” icon on the left hand menu. Just one click and you are ready to start composing for your campaign. There are few things you need to familiarize yourself with here:
Email Format, Release Date, Headline and Content Builder.

Email Format. Under this section, we have Plain Text, HTML Format, and RSS Feed. Let us start with Plain Text. In using the plain text format, you have an extra tool available to you, the Content Builder. This tool helps you to write like a professional.

Content Builder [X]

Select Press Release RSS Feed Article

Headline write a strong, attention grabbing headline.
Not more than 160 characters

Country **City** **Month** May **Date** 19 **Year** 2006

Intoduction start your press release with a short paragraph (in this section)

Body this is where you should explain the subject and details of your release.
make sure this is REAL news

Final summarize your release by restating the main point of the release

Background include a brief description of your company along with the products and services it provides

OK Cancel

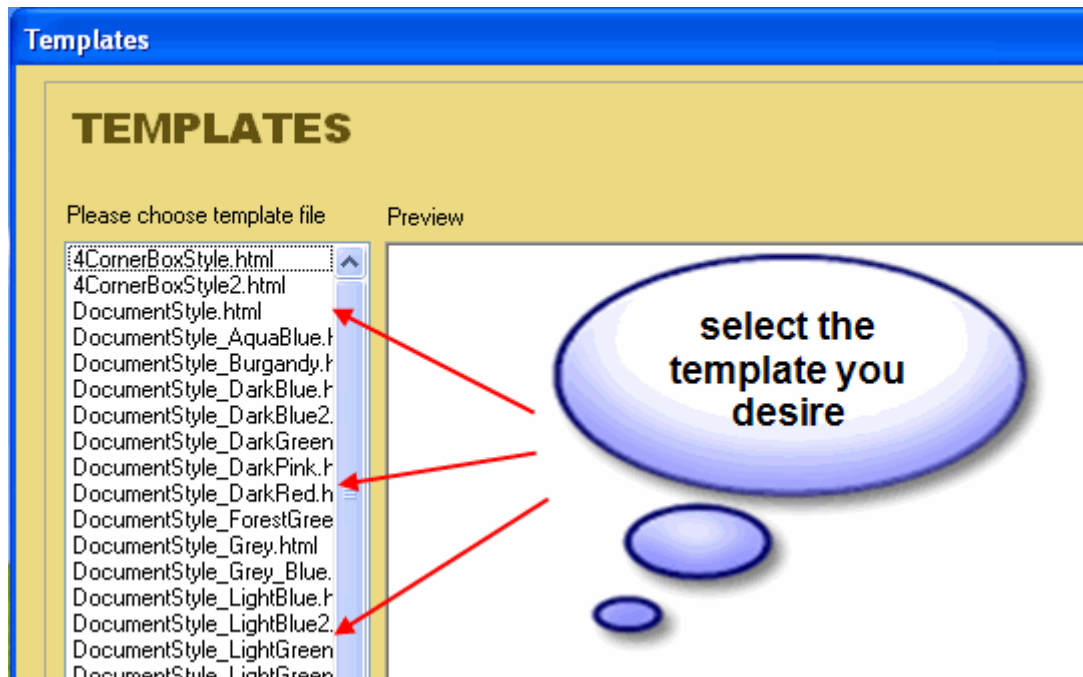
The Content Builder breaks down your release into sections and helps you make the right input in accordance with the most successful press release formatting. If you are writing an article, it automatically blocks out sections that are irrelevant for that purpose. Should it be just RSS Feed you are composing, it will also do the same. All you have to do is make the appropriate check at the top in the "Select" section.

Once you are through with your composition, the content of your input will be automatically transferred into main "Compose Release" window.

If you wish to make the RSS version of your composition, just check the RSS Feed square box at the top. When you navigate to the **RSS Feed** section, it will be automatically created for you.

Bear it in mind that most of the press releases sent are usually in plain text format. However, should you need to use hypertext links (URLs) within your release, you may need to use the HTML format. You may also spice up your HTML template with our pre-formatted templates.

To choose a template, click on the "TEMPLATES" icon on the left hand menu either before you start composing your release or even after.



Once you opt to use the HTML format, the Content Builder will not be available for use. However, you may use plain text format to create your release through the Content Builder and finish it by copying it into HTML format window and modifying as you wish. You will not be able to use the Content Builder to modify it again once you copy or modify from the Plain Text window.

Next is the **Release Date**. You may select for an "Immediate Release" or choose a "Specific Date", with absolute ease. Otherwise, you are free to select a "No Release Date". The Content Builder can also help you insert an automatic date when you are composing using the tool.

Last in this section is the **Headline**. The headline is the most important part of your release. It has to be punch and powerful, psychologically arresting and interesting. The Content Builder can help you insert this, if you use the Content Builder. Otherwise, write it in the given space. This should not be more than 160 characters in total.

RSS Feed

This section will be useful only if you have checked the **RSS Feed** in the Compose Release section. There are some automatic inputs carried from the Compose Release and inserted into the RSS Feed section. The title and the main body will be automatically loaded.

To benefit from this section, however, you need to make a few manual inputs. First is the keyword. Inserting the keyword gives you an advantage; it gives the search engines more information, on relevancy, about your feed when you publish it.

The screenshot shows the 'Compose Release' tab in the PressEdge XT Quantum interface. The form contains the following information:

- Title:** Former Disney World Cast Member Reveals Insider Savings S
- Keyword:** disney
- Link:** <http://www.press-edge.com/press-release/disney.html> (please use a full URL)
- Description:** These strategies can literally save vacationers hundreds - if not thousands of dollars. Pure XML code

Below the form, a preview area displays the release content:

Former Disney World Cast Member Reveals Insider Savings Strategies
<http://www.press-edge.com/press-release/disney.html>

Next is the **Link**. You must have created a specific folder for your release at your website. For example: archive/2006/ This means you have created two folders. The "archive" folder is located at the root of your domain server, while the "2006" is located inside the "archive" folder as well. This is effective organization, and the search engines love that.

The resultant folder would be: <http://www.yourdomain/archive/2006/>

All you have to do is make a name for the release in a full URL. For example, let us assume our release is about: designer-shoes.html

This means your final link should look like:

<http://www.yourdomain/archive/2006/designer-shoes.html>

Once you've done that, the PressEdge XT Quantum will do the rest in uploading the created file for you. And if you are technically-minded, you may take a glimpse of the XML codes generated automatically by PressEdge XT Quantum. Just check "Pure XML Code", and you will see this. You may not, however, copy the pure XML code to use.

Assuming you put "designer shoes" in the keyword area, the resulting page in xml on YOUR website would be:

http://www.yourdomain/archive/2006/designer_shoes.xml

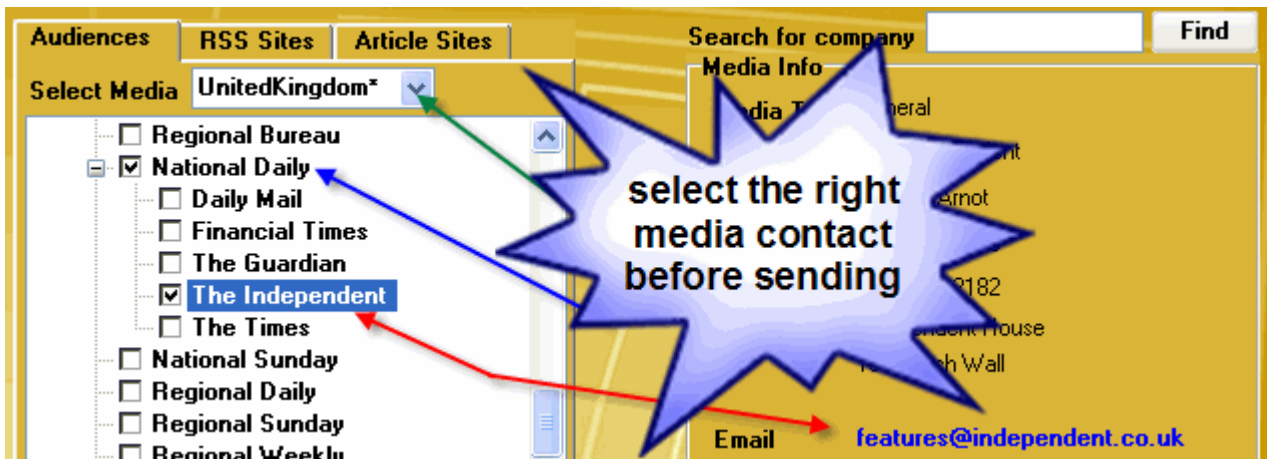
Then you can easily link from your homepage to this XML file or from anywhere you choose. It's that easy!

TARGET AUDIENCE

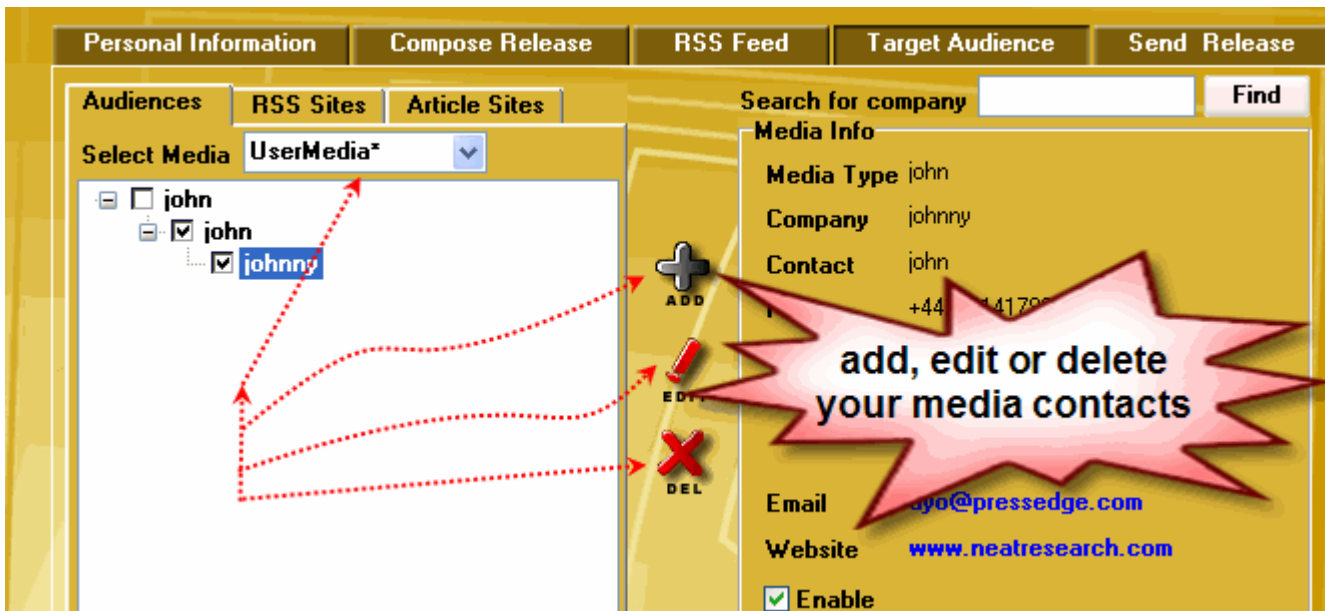
Before you can send your release, you need to select the target audience first. In this section, there are three major areas to use: Audiences, RSS Sites, and Article Sites.

Audiences

This is where you can select where you want to target your release. These are arranged by countries and sectors. Simply check the ones that are most applicable.



If your choice of media is not there or you have a new media contact to add, which was not in the pre-loaded database, then navigate to UserMedia* to add the new contact. Just click the "ADD" icon and you will be taken to a window prompt to input the necessary detail. When you are done with the input, complete by clicking OK.



Should there be a change in a specific contact's information, you can manually adjust the same. Click to check on the contact and click on the "EDIT" icon to modify. Should a contact ask that his detail to be removed, and to prevent any accidental send, click to check the contact and then click the "DEL" icon. Such detail will be removed from the software database permanently.

If you need to verify or check anything at the contact's website, just click the URL in the Media Info section and a browser will popup and open the website for you.

Next is the **RSS Sites**.

This is where you can select where you want to submit your RSS. These are arranged alphabetically. Simply check the ones that are most applicable. If your choice of RSS submission site is not in the pre-loaded database, or you have a new RSS site to add, you can add it.



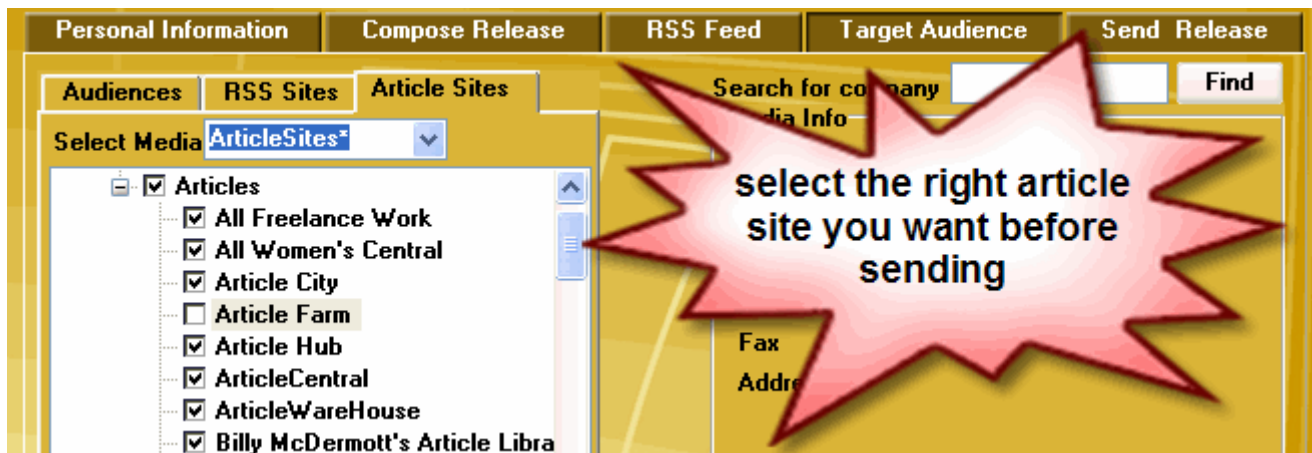
Navigate to UserRss* to add the new site. Just click the "ADD" icon and you will be taken to a window prompt to input the necessary detail. When you are done with the input, complete the addition by clicking OK.

Last is the **Article Sites**.

This is where you can select where you want to submit your Article. These are arranged alphabetically. Simply check the ones that are most applicable. If your choice of Article submission site is not in the pre-loaded database, or you have a new Article site to add, you can add this as well.

Just navigate to UserArticle* to add the new site. Just click the "ADD" icon and you will be taken to a window prompt to input the necessary detail. When you are done with the input, complete the addition by clicking OK.

Should there be a change in a specific site's information, you can manually adjust the same. Click to check on the contact and click on the "EDIT" icon to modify. Should you want to remove any submission site, and to prevent any accidental send, click to check the site and then click the "DEL" icon. Such site will be removed from the software database permanently.



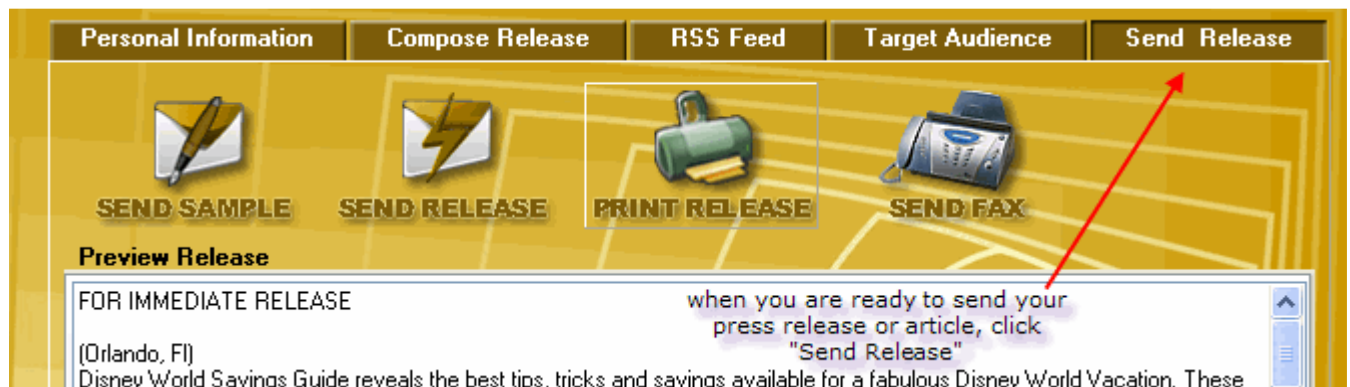
Please be aware that we have added an anti-bulk mailing system into the software's configuration, so if the database of your chosen target is large, the process would be slow. The main reason for this is to prevent spammers from trying to take advantage of our uniquely large database from sending irrelevant releases or even advertising, as this software is not intended for that purpose.

So there is an anti-spamming system in operation within the software to discourage spammers.

SEND RELEASE

This section allows you to preview your release once more before you click the "SEND" button. What you see here is exactly what you will get when your release, RSS or article is published. If you spot any mistake whatsoever, you can always go back and correct the same where applicable.

There are four areas in this section: Send Sample, Send Release, Print Release, and Send Fax.



It is HIGHLY recommended that you test your release before publishing it to the world to see how it will look, either in your email, website or RSS Feed reader. To do this, click on the **Send Sample** button. You may send via email, RSS upload or fax output.

To test via email, just add your own email in the section marked "Recipient's Email". You may also add the RSS URL you want to submit to via the "RSS Submission", for example:

<http://www.yourdomain/archive/2006/designer-shoes.xml>

The same goes with the article submission as well. If you don't have an article submission site to test your article submission, you may choose one of the article sites and submit to see how your article will look.

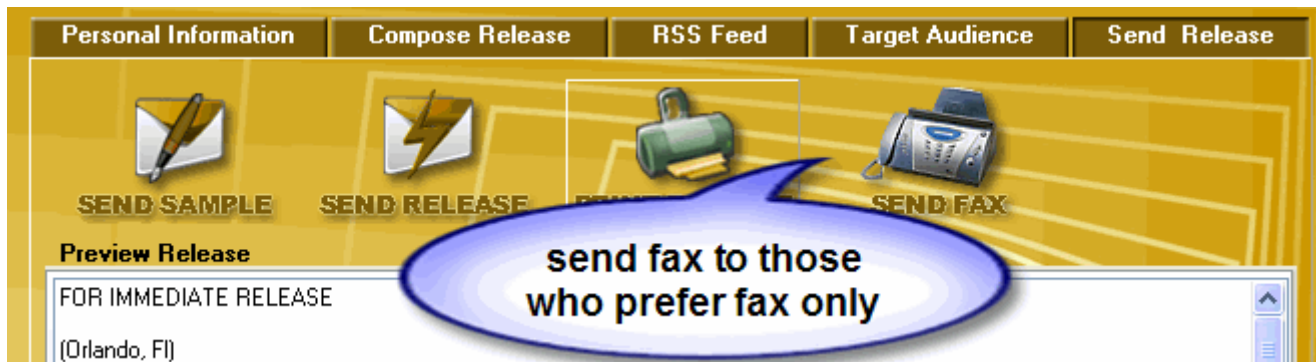


Please note that if you use the same URL each time to create a new release, the previous version will be overwritten. So, it may be important that you use different URLs each time you test or upload your release, article or RSS.

To make a full submission, especially after testing, you need to use the **Send Release** button. If you have not checked the release's destination before clicking on the Send Release button, the system will not work.

You may want to keep a hard copy of your release or article. Just click the **Print Release** button and the system will connect with your default printer to give you a print in the form your recipients will receive it.

The **Send Fax** facility is for some specially targeted media contact who have chosen not to receive releases through emails.



One major advantage of the RSS feature is that you can email all your contacts where they can easily pick up your RSS Feed. This means that any time you make a release via RSS, they will be automatically informed.

Before you close, remember to save your work!

You have two options. The first is to click on the **"Project"** navigation button and choose from the drop down menu the option: **"Save as"**.

The second is to use the **Save** icon in the navigation bar. You can add any name you want (preferably a short name), and the software will automatically save it as a .PEF file.

To open an existing file, click on Project, and choose Open from the drop down menu. Alternatively, click on the Open icon in the navigation bar.

Other useful links include:

Database:

Here you may search, add to, modify or delete from the database.

Update:

You may check for updates through this link, also visit our website for corporate news or earn some money for yourself by recommending us to your friends and families. To do this, sign up as an affiliate thorough the **Affiliate Sign Up** window.

MORE HELP:

If you need more help, this section may be of further assistance. You may click to know more about the PressEdge software. Use the Help Facility (within the software) or navigate to our official website for more information to get Online Help.

If your software is not a registered version, and you have paid, click through to register otherwise contact us to check what the problem could be.

Automatic Scheduler

If you want to send an automatic release, set the entire and appropriate destination details, leave you internet connection on and pre-set the scheduler. Click on the clock-like icon in the navigation bar and set the date, hour and minute you wish. Your release will start at that very time.

SKIN

You may get bored of seeing the same graphic user interface (GUI) color all the time, all you have to do is change the skin color. Click on the Control Panel in the navigation bar, and click **Skin** on the drop down menu. Whatever color you choose will be set when you exit and re-open the PressEdge Software.

PRESS WRITING TIPS

When To Send A Release

Send a release whenever a notable event to your company or product takes place. This does not mean send out a release when a new customer signs up but rather you hit a certain amount of customers. Do not send trivial information just to make it into the press because you won't. That's right, if it isn't news, why would they print it? Send your release only whenever you have something newsworthy to talk about. This way, you gain the professionalism you need by a well crafted release and have a better chance of making into the papers!

GOAL OF A RELEASE

The effect of good press coverage is priceless. While it can be extremely difficult to obtain, it is certainly possible and could be the best thing to happen for your company. Solid press coverage could increase awareness of your offerings, help build credibility, create a competitive edge, etc.

There is no direct tutorial on generating solid coverage for your Web site, but if successful you can obtain an unbiased endorsement for your company that could lead to great returns. (It's one thing for you to brag about how good your company; it's another for an editor of your top industry trade publication to say it.)

With the effectiveness of traditional online marketing techniques in question, it is essential for Web marketers to embrace online public relations. Some tips and pointers for getting some good ink include:

Know Your Target Audience

Pick the publications that talk about your service offerings. The more targeted the better. Unfortunately, a "trend" story in the New York Times is not easy to come by. In addition, find the editors that typically write about your type of company (size, revenue, etc.). A good way to find out is to look at your competitors and see what kind of press they have received and from whom they received it.

Give Them Something New

Remember you're competing against many folks for a limited amount of space. The bigger the publication, the harder and more competitive it will be to make a placement. Give the editors something interesting or new to nibble on. Give them a story they haven't heard before. Earning announcements, new employees and new product line announcements aren't exactly what I would call unique.) Innovative marketing tactics, compelling campaign results, community involvement, new methodologies or upcoming events to name a few. Every industry is different so you are on your own in deciding what "different" is. Don't have anything newsworthy? Make something happen. Throw a party at your office and invite reporters, launch an innovative campaign with an interesting slant towards the media, piggyback off of the news/events of your clients with the goal of getting you both some press (Your clients will love you for it.)

Be Persistent, Not Rude

Reporters and editors see so much junk come across their desk, have tight deadlines and are generally very busy people. You need to first make sure you have given them the story, and then follow-up (i.e., phone, call, e-mail, etc.). While being persistent in your efforts, avoid being rude or a pain in the butt. If the reporter's not interested, move on. You don't want to burn bridges for future story ideas. If you were lucky enough to converse with the editor, whether the story runs or not, you gained a valuable asset; an editorial contact.

Just because one editor is not interested, there are plenty of others that may love your story idea. A well-written release can dramatically increase your sales, expose your company to the masses, and greatly enhance the image of your business or products. Credibility is the one thing that can win the customer's heart and pocketbook at the same time and nothing builds more credibility than a well-written press release that gets picked up by the media.

PRESS RELEASE WRITING TIPS

Writing a press release is a good way to introduce your company to a very important audience -- the news media -- who will in turn report on your accomplishments so that an even wider audience will learn of your efforts. A single report that appears in the news media will give your company enhanced credibility simply because it was reported by a respected authority. Furthermore, if one media source reports an achievement, then others will usually follow-up on future developments.

A press release is basically an announcement to the public, by your company, concerning a specific accomplishment that you deem as noteworthy. The idea is essentially to publicize your particular news in order to increase positive visibility for the particular event. The event provides your company an opportunity to issue an announcement, developed a new innovative product, or introduced a new service. For best results, press releases should be succinct, but no longer than two typed pages. It should also include the following information:

1. Date of the release
2. Name of the Company
3. Contact names and phone numbers
4. Why is this product/service important?
5. City in which the press release is issued
6. Catchy headline that conveys a positive message
7. What does it mean to the industry or community?
8. Brief explanation of what the product/service will do
9. Specific news about the innovative product or service
10. A quote from a customer describing the products benefits
11. A quote from a company executive addressing its significance
12. Brief company background information -- founded, # of employees, etc.

Reporters have many news releases to sift through every day. Here are some tips for making yours stand out:

1. Lead with the most important information
2. Keep it brief, simple, and to the point
3. Answer the traditional who, what, where, when, and why questions
4. Use the active voice and strong verbs
5. Check your grammar, spelling, and facts
6. Recheck your grammar, spelling, and facts
7. Provide contact information

WHAT MEDIA CONTACTS ARE LOOKING FOR

Editors are looking for different articles at different times from different companies. On some occasions, they will be looking for a specific interest topic in a specific market, other times they might be looking for a story to fill some space. You never know what each editor is looking for so be prepared for the best and the worst.

Tell the editor what to do. Perhaps the most glaring error I see in press releases is not telling the editor what to do with the information. And trust me, if you don't tell them to do something, they WON'T. The first place to do this is in the Subject Box! Examples:

1. "Please consider this as a feature story idea," or...
2. "Teen pregnancy is a very important issue, please contact our clinic about our abstinence program"

Most importantly, stress their readers NEED TO KNOW this information.

GENERAL RULES OF A PRESS RELEASE

1. **WRITE YOUR PRESS RELEASE AS IF IT WERE A NEWS STORY.** Follow the rules of good newspaper writing--including "who," "what," "where," "how" and "why" in the first paragraph. Place the most important news on top so editors can cut from the bottom.
2. **NEVER WRITE A PRESS RELEASE OVER ONE PAGE.** If an editor wants more information, they will contact you. Say it economically, the shorter the better. Never waste a word. The point is to get the editor's attention. If they need more information, they WILL call.
3. **DON'T ADDRESS THE READER IN THE FIRST PERSON.** Copy should read: "More information may be obtained..." rather than, "you can get more information by calling..."
4. **NEVER STATE YOUR OPINION.** If you want to say how great you are, quote someone who thinks so. (And hopefully, not your mom.)
5. **DOUBLE CHECK YOUR FACTS AND SPELLING.**
6. **SUBMIT YOUR PRESS RELEASE IN PLENTY OF TIME.** If you are publicizing an upcoming event, submit at least five weeks in advance. Holiday events should be submitted six months ahead.
7. **NEVER WRITE THE RELEASE IN ALL CAPITAL LETTERS.** It is the sign of an amateur.
8. **INCLUDE YOUR CONTACT INFORMATION.** It is amazing how many people will write a great press release and then give the editor no way to contact them.

PRESSEDGE SUPPORT SYSTEM

For support issues, please visit our HELP CENTER:

<http://www.pressedge.com/help/>