



ExpertClick® Member Handbook

Version 36.1

This is the Member Handbook for ExpertClick® members. Updated versions of this manual can be downloaded in Adobe PDF from www.MemberHandbook.com. Your hard copy of this handbook has your User ID, password, affixed below..



Your membership includes:

- Your profile (Press Room Page) at www.ExpertClick.com
- Speaker bureau Platform® page with The International Platform Association
- Your unlimited News Releases at www.NewsReleaseWire.com
- Your profile printed in the ExpertBook:
The Yearbook of Experts, Authorities & Spokespersons®

This Member Handbook is designed to help you gain the greatest benefit from our services. Free customer support is always available during Eastern Time business hours: **Please call us at (202) 333-5000 or e-mail Support@ExpertClick.com.**

Keep this book: This printed handbook is labeled below with your User ID and Password for using all ExpertClick® membership features. Or please see your welcome email from www.ExpertClick.com.

User ID & Password:

Client:

Profile address:

Verification E-mail:

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Dear Subscriber:

Welcome. You can take advantage of all the features of ExpertClick.com so that journalists can easily find you and interview you – so you benefit from the news media exposure.

There are three general concepts:


1. **Demonstrate who you are and what you want to talk about so that journalists can find you with your text and topics.** Journalists find you most easily through ExpertClick.com's search engine of this information.
2. **Reach out by sending news releases.** Journalists can receive current content from you, get to know you and want to contact you when they have a story to which you could contribute.
3. **Use our content on your Web site by linking to your own NewsReleaseWire.com page that only shows your news releases.** All of these features add content that you control and that is always updated on your Web page. Pick up badges and use the RSS to syndicate to social media – find the badges in your Manage Releases area, when logged in.

We present your information on the ExpertClick® web site, via the Lexis® database, and in our printed directory. You have 100% control of your content with your User ID and Password.

This handbook will show you how your information is presented, how to set up your Press Room & Platform Page, and how to send news releases. See our how-to videos at YouTube as well.

We're here to help you succeed. We want ExpertClick® and News Release Wire to work for you. Please call us at (202) 333-5000 with any questions.

Sincerely,



Mitchell P. Davis, Editor & Publisher

Broadcast Interview Source, Inc.

2500 Wisconsin Ave., N.W.

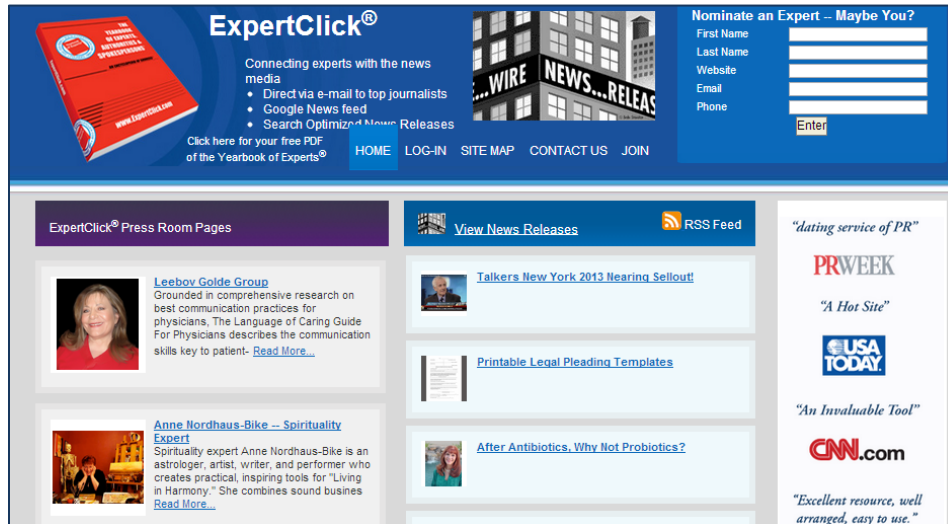
Washington, DC 20007-4132

(202) 333-5000

Mitchell.Davis@ExpertClick.com

What is ExpertClick?

It all starts here at the main page. Our **front page** is constantly updated with members' Press Room Pages and up-to-the-minute news releases at News Release Wire.



Expert Topic Search Results

On the search results page, Press Room pages and News Releases that match the search term are displayed. (The topics you choose for your Press Room Page are used to search for your news releases too.)

The Icons help journalists know if you have a web link, audio, and news releases. When you add content, you make your listing more attractive and functional. And when journalists click on the name, the Press Room Page opens to show your page with links.

Interested in upgrading your membership with better search result placement or a banner ad? Contact Support@ExpertClick.com today.

The screenshot shows the ExpertClick website interface. At the top is a navigation bar with links: Home | Join as an Expert | Login | About ExpertClick | Site Map | Contact ExpertClick. Below this is a banner ad for Patricia Fripp Coaching, featuring a photo of Patricia Fripp and the text 'Your competitive edge...awesome presentations!'. A callout box points to this banner with the text 'Banner ad with premium placement'. Below the banner is a search bar with the text 'Search Profiles by Keyword: Presentation Skills'. Underneath is a section titled 'Featured News Releases' containing three items, each with a small profile picture and a title: 'Still Working? 7 Ways To Stay Vibrant When Over 50 or 60', '7 Ways to Be Memorable at Networking Events', and 'Customer Service Training for Chat Representatives'. A callout box points to this section with the text 'Featured news releases'. Below this is a section titled 'Yearbook of Experts® & News Release Wire member profiles' containing four member profiles, each with a profile picture, name, title, and a list of skills. The profiles are: Patricia Fripp -- Business Presentation Expert (Presentation Skills), Kate Zabriskie - Training Course Program Seminar Workshop (Presentation Skills), Joni Wilson - Voice Expert -- Director Ms. Senior USA Pageants (Presentation Skills), and Jerry Cahn, PhD, JD - Trusted Advisor - Coach to Leaders, Presenters (Presentation Skills/Public Speaking). A callout box points to this section with the text 'ExpertClick® profiles, displayed by member level – news releases are presented below.'.

ExpertClick®

Home | Join as an Expert | Login | About ExpertClick | Site Map | Contact ExpertClick

Patricia Fripp Coaching
Your competitive edge...awesome presentations!

Search Profiles by Keyword: Presentation Skills

Featured News Releases

Still Working? 7 Ways To Stay Vibrant When Over 50 or 60

7 Ways to Be Memorable at Networking Events

Customer Service Training for Chat Representatives

Yearbook of Experts® & News Release Wire member profiles

Patricia Fripp -- Business Presentation Expert
Presentation Skills

Kate Zabriskie - Training Course Program Seminar Workshop
Presentation Skills

Joni Wilson - Voice Expert -- Director Ms. Senior USA Pageants
Presentation Skills

Jerry Cahn, PhD, JD - Trusted Advisor - Coach to Leaders, Presenters
Presentation Skills/Public Speaking

Banner ad with premium placement

Featured news releases

ExpertClick® profiles, displayed by member level – news releases are presented below.

Your Platform Page

A sample of a vertical layout – a horizontal layout is also available. See how to create and edit your press room page on page 10.

Social media sharing tools.



1-833-9000 • WWW.EXPERTCLICK.COM
Yearbook of Experts®
2012 • FOUNDED 1984 • 100

Randall Craig, Social Media and Web Strategy Expert
Yearbook of Experts - Member Profile

Participant Information

Randall Craig, Social Media and Web Strategy Expert
Toronto, Ontario Canada

[Jump To Randall Craig, Social Media and Web Strategy Expert](#)

[View Releases](#)

[View Full Page from Yearbook of Experts as PDF](#)


[Welcomes paid invitations to speak.](#)
[Click Here for professional speaker information.](#)

[Will consider all speaking invitations.](#)

Contact Information


Randall Craig, CFA, MBA, CMC
Toronto, ON
Canada
Contact Phone: 416-256-7773
[Contact Randall Craig, CFA, MBA, CMC](#)

Latest News Releases

	Title
	How Many Social Media Sites Will Survive?
	The Integration of 'Social'
	LinkedIn Endorsements: Reputation Transparency
	Social Media Check Box
	Facebook - Billions Served

Other experts on these topics

1. Management
2. Consulting
3. Internet
4. Social Media
5. Career
6. Networking
7. Executive Coaching
8. Management Consulting
9. Blogging
10. Entrepreneur
11. Marketing Strategies



Randall Craig is an expert (since 1994) in the field of Social Media/Web Strategy, Social Media Risks, Networking, and Social Media Career Planning/Job Search. He is the author of seven books in the area, including The Everything Guide to Starting an Online Business, Social Media for Business, the Online PR and Social Media series, Personal Balance Sheet Career Planning Guide, and others. (Please call for review copies).

His background includes 9 years at consulting firm KPMG, 6 years starting a company (and later selling it), 3 years as a senior executive at an American public company, and since 2003, President of the consulting firm 108 ideaspac inc. He is a CFA, MBA, CMC, and has a Black Belt in Karate.

In addition to his professional activities, Randall lectures MBA students at the Schulich School of Business, one of the top-ranked global business schools, and writes a column for the Huffington Post. He is an experienced commentator on current issues, and has an extensive national profile on TV, radio, and in print.

For more information and story ideas:

Randall Craig's credentials
<http://www.RandallCraig.com>

108 ideaspac inc. (Consulting firm)
<http://www.108ideaspac.com>

Links, contact information, and icons that show your availability. Users can subscribe to your RSS feed.

Your name is your headline – be sure to make it descriptive.

Include up to four images.

Your text – you can add links to videos and other content.

Your most recent news releases.

Your topics – enter up to 39.


Your News Release

The crucial “5 Ws” are What, Where, Who, When, Why. Your release has it all – see page 13 to learn how and see page 21 for top news release success tips.

**Sharing tools
and headline.**

**Upload the image of
your choice: your
photo, your book
cover, your product.
Be sure to add a
caption.**

**New feature:
Boilerplate text.
You can create,
save, and reuse the
same closing text
for all your
releases. Your
signature, your
links, and more.**



The screenshot shows a news release on the ExpertClick website. The header includes the ExpertClick logo, navigation links (Home, Join as an Expert, Login, About ExpertClick, Site Map, Contact ExpertClick), and a 'View Participant's Press Room Page' link. The title of the release is 'Teach Kids How to Act Around Dogs, Cats, and Wild Animals' from Hollywood, FL, dated Wednesday, April 03, 2013. A photo of Debra Holtzman, J.D., M.A., is featured. The release text begins with a quote from her, followed by a bulleted list of 'ALWAYS' and 'NEVER' guidelines for interacting with pets. It also includes a section for what to do if a child is approached by an unfamiliar dog and a boilerplate closing text with contact information for Debra Holtzman.

ExpertClick®

Home | Join as an Expert | Login | About ExpertClick | Site Map | Contact ExpertClick

View Participant's Press Room Page

Teach Kids How to Act Around Dogs, Cats, and Wild Animals

Hollywood, FL

Wednesday, April 03, 2013

Debra Holtzman, J.D., M.A.

"A child can learn some wonderful life lessons while caring for an animal, but there can be some potential hazards that accompany pets of any kind", says National Child Safety Expert Debra Holtzman J.D., M.A. <http://thesafetyexpert.com>, the best-selling author of "The Safe Baby: A Do-It-Yourself Guide to Home Safety and Healthy Living" (Sentient Publications). A young child can harm your pet, and some pets can most certainly harm your child. Never leave a baby or young child alone with any pet and always supervise children around dogs, cats, ferrets and other animals. Even if your home doesn't have a pet, teach your children these important tips.

ALWAYS:

- Treat animals with kindness and respect
- Handle pets gently
- Wash your hands thoroughly after handling pets
- Teach children to enjoy watching wildlife from afar

NEVER:

- Approach any unfamiliar animal
- Disturb an animal that is eating, sleeping, caring for its young or guarding something
- Touch any pet before asking its owner if it is okay to do so
- Tease, chase, or stare at an animal
- Grab an animal by the feet, ears or tail
- Feed, touch, pick up or handle a wild or stray animal
- Try to break up animals fighting
- Play with a dog unless supervised by an adult

SHOW YOUR CHILD WHAT TO DO IF APPROACHED BY AN UNFAMILIAR DOG:

- Be still like a statue if a dog comes up to you
- If you are knocked down by a dog, roll into a ball and lie still like a rock

Lastly, if your child or any family member is bitten or scratched by any animal, act quickly. Wash the wound thoroughly with soap and water for at least 5 minutes and seek medical attention immediately.

National Child Safety Expert Debra Holtzman has a law degree, an M.A. in occupational health and safety, a B.A. in communications and over fifteen years experience in the child safety and health field. She teaches infant and toddler safety and CPR at a South Florida hospital and is a certified child passenger safety technician. Debra has made hundreds of media appearances including ABC World News with Diane Sawyer, NBC's The Today Show and Discovery Health Channel, and was named an "Everyday Hero" by Reader's Digest. Her award-winning book, "The Safe Baby: A Do-It-Yourself Guide to Home Safety and Healthy Living" (Sentient Publications) offers parents easy-to-implement solutions and cost saving tips to keep children and pets safe and healthy.

Visit Debra Holtzman's Website <http://thesafetyexpert.com>, Connect with her on Twitter @SafetyExpert_ and on Facebook <http://www.facebook.com/DebraHoltzmanTheSafetyExpert>

Debra Holtzman, J.D., M.A.
Hollywood, FL

**Your RSS feed.
Journalists can
subscribe to your
headlines. Use this
link to connect your
news releases to your
Twitter or Facebook
accounts too.**

**Release date. You
can choose a future
release date.**

**Your release text. Make
sure you make every
release topical, fresh
and unique – it's how
search engines will find
you and your release.
Notice how this release
uses a bulleted list to
present vital
information in an
organized way that
journalists can quickly
scan.**

News Release Wire

Users can also go to <http://www.NewsReleaseWire.com> directly from the main page to search News Releases by date or location.

News releases are presented by most recently submitted. Users can also view by date.

The screenshot shows the 'News Release Wire' website. At the top, there is a search bar with the text 'Search News Releases and Events :'. To the right of the search bar are checkboxes for 'Headlines only.' and a 'Search' button. Below the search bar, there are links for 'View by date', 'Recently submitted - ON', 'Geographic Preferences - OFF', and 'Selection Feature - OFF'. A link for 'All Releases' is also present. The main content area is titled 'News Releases' and features a table with a 'Title' column. The table lists several news releases, each with a small icon and a title. The releases are: 'Hundreds of online subscription revenue-generating ideas ...', 'Long Term Care Insurance Rate Increases Explored', 'FCC Defuses F-Bomb @ Talkers.com', 'The Seven Mindsets of Highly Creative People', 'Career Reinvention – Leading Yourself through Transition', 'Funeral Consumers Alliance of Vermont Meeting', 'Filtering and Maintaining Our Sanity', 'Lifesaving Resources to offer Water Rescue Awareness Course for First Responders', and 'Publishing Poynters May 1, 2013'.

News Releases	
	Title
	Hundreds of online subscription revenue-generating ideas ...
	Long Term Care Insurance Rate Increases Explored
	FCC Defuses F-Bomb @ Talkers.com
	The Seven Mindsets of Highly Creative People
	Career Reinvention – Leading Yourself through Transition
	Funeral Consumers Alliance of Vermont Meeting
	Filtering and Maintaining Our Sanity
	Lifesaving Resources to offer Water Rescue Awareness Course for First Responders
	Publishing Poynters May 1, 2013

Where else do your news releases go?

- Scanned by Google News.
- LexisNexis, a top research tool for working journalists.
- RSS feeds.
- A custom URL link for your Web site that shows only your news releases.
- Linked to your ExpertClick.com profile.

In print: The Yearbook of Experts®

Since 1984, Broadcast Interview Source has published directories the news media know and trust. Your membership includes your 75-word profile and your topics. Contact us at Support@ExpertClick.com if you would like to upgrade to a full-page display ad.



We distribute our books in six ways:

- 1) Free copies of the Yearbook of Experts, Authorities & Spokespersons® are available to America's leading print and broadcast journalists.
- 2) We also distribute at trade shows such as www.Talkers.com, the Talk Radio annual convention.
- 3) A complete PDF is available for download at www.ExpertBook.com.
- 4) The Yearbook is always online 24 hours a day at www.ExpertClick.com.
- 5) At www.DocumentCloud.org – the document sharing site.
- 6) Affordably priced at www.Amazon.com.

If you have a display ad or an image for your listing (reference listing or full page) please send your art or image to support@expertclick.com, along with your customer number, name, and contact information.



Sample of a profile – icons show your email, links, and more.

DEBRA HOLTZMAN, J.D., M.A. --- CHILD SAFETY EXPERT
Hollywood, FL United States
<http://www.thesafetyexpert.com>



Debra Holtzman, J.D., M.A., is an internationally acclaimed child safety and health expert and award-winning parenting author. Frequently appears on regional and national television and radio, she has been featured on The Today Show, Weekend Today, Dateline, ABC World News, The Associated Press Radio, Martha Stewart Living Radio, and in USA Weekend Magazine. She was the official on-air safety expert for the popular weekly Discovery Health series, Make Room for Baby. She was named an "Everyday Hero" by Reader's Digest and a "Woman Making a Difference" by Family Circle Magazine. Debra has a law degree, an M.A. in occupational health and safety, a B.A. in communications, and is the mother of two children. She teaches infant and toddlers safety, CPR, and sibling classes at Memorial Regional Hospital. Her latest book, "The Safe Baby: A Do-it-Yourself Guide to Home Safety and Healthy Living" (Sentient Publications, 2009) is in bookstores everywhere.

Debra Holtzman, J.D., M.A.
Hollywood, FL United States
Contact Phone: 954-963-7702
[Click to Contact from Web Site](#)

Sample of a full-page ad.

www.TheSafetyExpert.com

Debra Holtzman

Child Safety Expert
Health, Safety and Lifestyle Consultant

Debra Holtzman, J.D., M.A., is an internationally acclaimed child safety and health expert as well as an award-winning parenting author.

A proven specialist on the subjects of injury prevention, healthy living, toxic chemicals, child passenger safety, parenting issues, consumer issues, lifestyle, travel, food safety and pet safety, Holtzman has been helping families for nearly two decades.

Frequently appearing on regional and national television and radio, she has been featured on The Today Show, Dateline, ABC World News, CNBC, MSNBC, and The Associated Press Radio -- and in USA Weekend Magazine. Holtzman served as the official safety expert on the Discovery Health Channel's popular TV series, "Make Room for Baby." She was named an "Everyday Hero" by Reader's Digest.

Her latest book, "The Safe Baby: A Do-it-Yourself Guide to Home Safety and Healthy Living," is in bookstores everywhere.

Holding a master's degree in occupational health and safety, Holtzman is a lawyer and mother of two children. She also teaches infant safety and CPR classes at Memorial Regional Hospital.

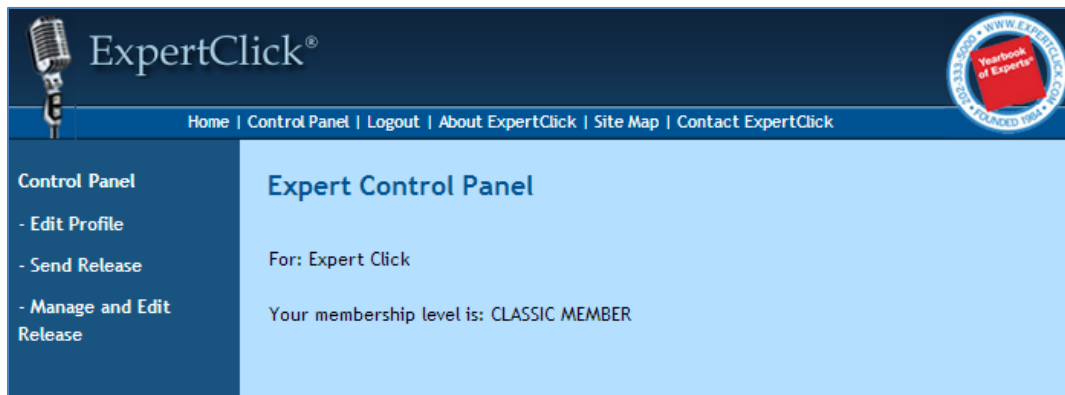


Debra Smiley Holtzman, J.D., M.A.
Child Safety Expert -- Health, Safety and Lifestyle Consultant
Hollywood, Florida
954-963-7702 ■ TheSafetyExpert@gmail.com

Using Your Tools at ExpertClick® and News Release Wire

Control Panel

Logging in with your User ID and Password will bring you to the main control panel.



•Go to Edit Profile to edit your Press Room Page – see

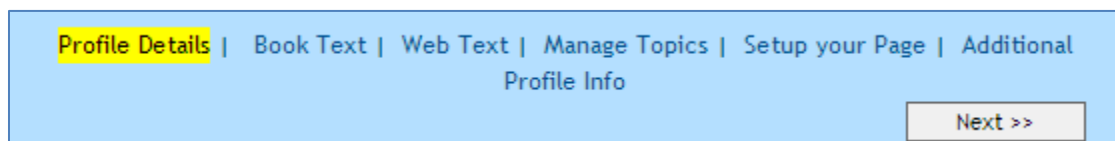
below.

- Go to Send Release to send releases – see page 16.
- Click on Manage and Edit Releases to edit new releases, and to view current and expired releases. Here you can also pick up your links so users can go right to your Press Room Page or your list of news releases – see page 23.

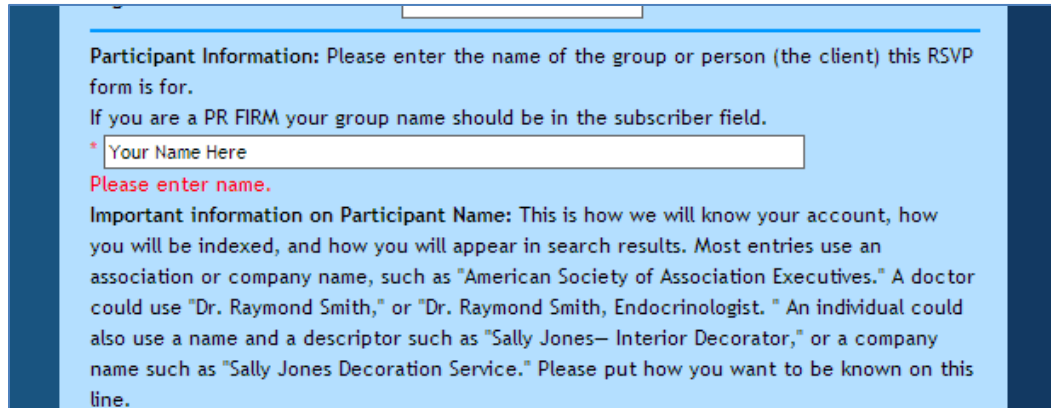
Create and Edit Your Press Room Page

1. From the Control Panel, go to **Edit Profile**. Use the links at the top to navigate and update your information.

On the screens that follow click on “Update your Page with this Information” before clicking “Next” and continuing – this will ensure your updates are saved. You can also see a proof at any time.



2. **Member Update – Profile Details.** Make sure your contact information is accurate and up-to-date. The “Participant Information” section contains the information that will be published publicly on your Press Room Page, Platform® Page and in your Yearbook profile. This is the headline of your Press Room Page and will be used in your news releases. This is also how you will appear in search results.



Participant Information: Please enter the name of the group or person (the client) this RSVP form is for.

If you are a PR FIRM your group name should be in the subscriber field.

*

Please enter name.

Important information on Participant Name: This is how we will know your account, how you will be indexed, and how you will appear in search results. Most entries use an association or company name, such as "American Society of Association Executives." A doctor could use "Dr. Raymond Smith," or "Dr. Raymond Smith, Endocrinologist." An individual could also use a name and a descriptor such as "Sally Jones— Interior Decorator," or a company name such as "Sally Jones Decoration Service." Please put how you want to be known on this line.

3. **Book Text.** Your profile for the printed directories. This is your "elevator speech" and should be brief and keyword-rich.



ExpertClick®

Home | Control Panel | Logout | About ExpertClick | Site Map | Contact ExpertClick

Control Panel

Profile Details | **Book Text** | Web Text | Manage Topics | Setup your Page | Additional Profile Info

Book Text

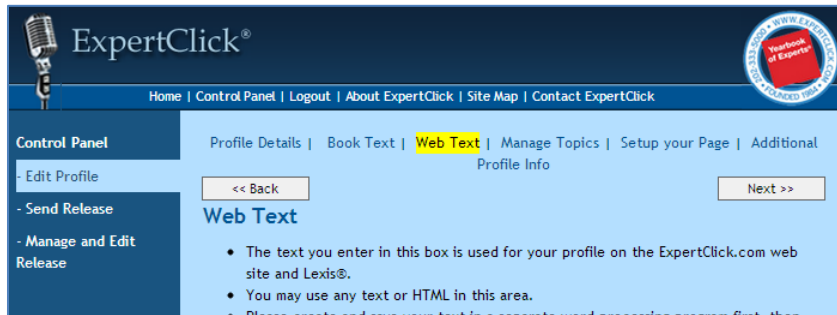
Enter in the plain [no-html] text: you will like us to use in the printed Yearbook of Experts -- This is "your elevator speech" and should be brief and keyword rich.

This text is used for:

1. Display on the front page of ExpertClick when you send news releases.
2. The meta-text tag for your Press Room Page, which helps search engines find you.
3. Your profile for the printed Yearbook of Experts.

Success Tip: The Book Text is not just for the printed Yearbook. What you enter here is also used for display on the front page of ExpertClick® when you send news releases. The “Book Text” is used as well as for the meta-text tag for your Press Room Page, which helps search engines find you.

4. **Web Text.** The main text of your Press Room Page. Keep it descriptive, clear, and interesting. Why should journalists or speakers bureaus contact you? What is your expertise? What do you have to share? If you are comfortable with HTML coding, you may use it here.



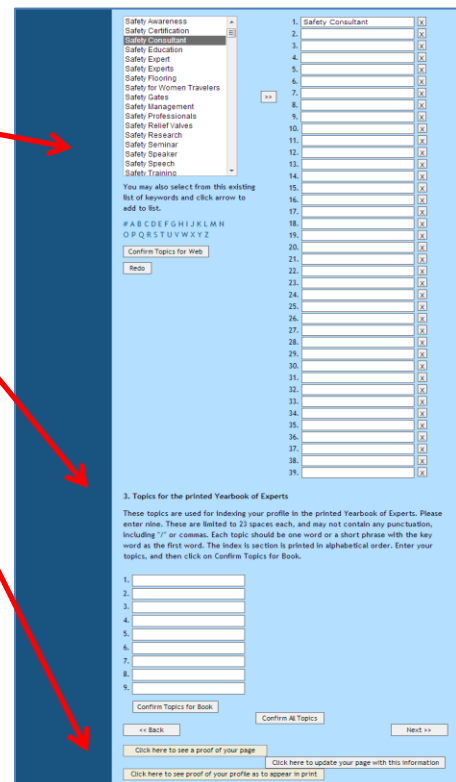
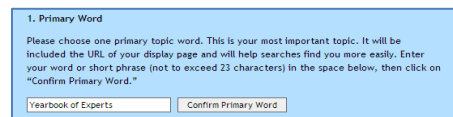
5. **Topics.** One of the most important parts of your membership. **This is how ExpertClick® users and search engines will find you and your news releases.** Topic words are also vital for the index of the printed Yearbook of Experts®. Topics may be entered by making up your own, or selecting from our existing topic list. You can use a mix of both.

Make sure you enter topics in all three sections:

- your primary topic,
- your web topics,
- and your book topics.

It's best to use single words and short, simple phrases that describe what you do and where your expertise lies. **Click on Confirm All Topics before continuing to the next page.**

Success Tip: Stuck for topic ideas? Explore the ExpertClick® site to see what others are using. You can also try <http://www.Google.com/keywords>. Google offers an easy-to-use system to analyze sites for keywords. Enter the URL of your site (or similar sites) to get ideas.



6. **Set up your page.** Here you control the layout for your page and upload images. You have three great options for your Press Room Page:

Success Tip: Images are important – more descriptive image names help search engines find you and your image. Samples of successful image names: Public_Transportation_News.jpg, Amy_Smith_Adoption_Consultant.gif

Horizontal

This screenshot shows a horizontal member profile for StopAfib.org. The page has a blue header with the organization's logo and name. Below the header, there are two main columns: 'Participant Information' and 'Contact Information'. The 'Participant Information' column includes a bio of Melanie True Hills, founder of StopAfib.org, and a list of 'Other experts on these topics' including Stems, Women's Health, Baby Boomers, and Heart. The 'Contact Information' column includes her contact details and a link to her professional speaker information. The page is well-organized and easy to read.

Horizontal with link to external site

This screenshot shows a horizontal member profile for iPhone App Marketing. The page has a blue header with the organization's logo and name. Below the header, there are two main columns: 'Participant Information' and 'Contact Information'. The 'Participant Information' column includes a bio of Scott Lorenz, founder of iPhone App Marketing, and a link to his professional speaker information. The 'Contact Information' column includes his contact details and a link to his professional speaker information. The page is well-organized and easy to read.

Vertical

This screenshot shows a vertical member profile for Randall Craig. The page has a blue header with the organization's logo and name. Below the header, there are two main columns: 'Participant Information' and 'Contact Information'. The 'Participant Information' column includes a bio of Randall Craig, founder of Social Media Web Strategy, and a list of 'Other experts on these topics' including Management, Consulting, Internet, Social Media, Career, Networking, Executive Coaching, Management Consulting, Blogging, Entrepreneur, and Marketing Strategies. The 'Contact Information' column includes his contact details and a link to his professional speaker information. The page is well-organized and easy to read.

Sending News Releases at NewsReleaseWire.com

Login with your User ID and your password. From the Control Panel, go to **Send Release**.

Use the Links at the top to navigate. **You have three formats:**

- Text (Recommended)
- Pinned (Shows a web site of your choice in as pinned)
- PDF (Does not show up as well in search results – search engines may have difficulty reading PDF text – but it may be useful if you have a brochure or important document to share.)

Choose your format and click Next to complete Basic Info.

The screenshot shows the ExpertClick News Release Wire interface. The top navigation bar includes links: Home | Control Panel | Logout | About ExpertClick | Site Map | Contact ExpertClick. The left sidebar has a 'Control Panel' section with links: Edit Profile, Send Release (highlighted), Manage and Edit Release, and a 'Resources' section with links: Member Handbook, Interview Report. The main content area is titled 'CHOOSE RELEASE FORMAT' and includes a 'Next' button. A red arrow points from a callout box to the 'Check this box to agree that:' section. The callout box contains the text: 'Please check this box to agree you are sending new content.' The 'Check this box to agree that:' section lists two requirements: 1) Your news release will be 100% new content never before posted on the Internet. 2) If a photo or image is used in your news release, it is an original image that you own being used for the first time. (Do not use clip art or purloined images.) Below this is a section titled 'Choose which format by which you will enter your release:' with three radio button options: 'HTML or Plain Text' (recommended), 'External Link', and 'PDF'. The 'PDF' option is highlighted with a red box. Below the 'PDF' option, there is a red warning box that reads: 'Users with slow connections may have difficulty viewing large PDFs. From experience, we know that PDF news releases attract fewer clicks and less syndication pick-up from our system - due to their non-text nature.' At the bottom of the page, there is a link: 'Click here for Fair Use: Use for others, frequency & "Anti-Touting" guidelines.'

Success Tip: Make sure each release you send has unique, fresh content – search engines may not index duplicate releases. Please also make sure your content and images conform to the ExpertClick® Terms and Conditions.

Basic Release Information

Whatever the format, your release needs the basics: Who, What, When, Where, Why.

Release Format | Basic Info | Additional Info | Release Copy | Preview and Finish

Basic Release Information

[Previous](#) [Next](#)

****REQUIRED****

Some of the fields are automatically filled with your information. You may make changes in these fields. If no change is necessary, enter headline and proceed to the next step.

Thank you for choosing to send your release as text.

Headline:
Please enter a headline that contains at least 20 characters.

Headline length should be limited to 65 total characters including spaces for best search engine optimization, and to prevent truncation in presentation or syndication.

* Please enter Headline in Upper and Lower case -- DO NOT USE ALL CAPS.
Please do not use the Double Quote Marks (") in your Headline, as they prevent publication. - Use of single quotes (') is permitted.

We present news releases two ways:

1. By release date.
2. By most recently received.

All releases are always visible in the "most recently received" list, as soon as you submit them. Once you enter and approve the release, the system will publish it.

We also present releases by release date. Therefore, when you choose a later release date, your release will be presented closer to the top of the NewsReleaseWire.com page on the release date you choose, but remember your release may have already appeared in the "Most Recently Received" list.

Date:
Time:

Please include a dateline. The city and state where your news originates. Releases without datelines often generate poor syndication and are not included in the local search. Our system automatically loads your Participant City and State, but you can change it if needed.

No: ☐
Yes: ☒

City: State:

Country: Zip:
Exchange/Symbol: none/none

Kill Date:
When do you want this release to expire?
Date to Kill:
Time to Kill:

Contact Information

This is the contact information from your profile. We've auto loaded it for your convenience. You can change it anytime.

Name:
Title:
Organization:
City:
State:
Country:
Phone:
Fax:
Email:
*Your email address will not be displayed to the public.

[Previous](#) [Next](#)

Make sure to enter a **headline for your release.**

Enter a release date, and a "kill" (expire) date. We present releases by release date – when you choose a later release date, your release will be presented closer to the top of the NewsReleaseWire.com page on the release date you choose, but remember your release may have already appeared in the "Most Recently Received" list.

Your contact information and name is pre-filled based on your Press Room Page information.

Text News Release: Additional Information, Images, and Links

Have an image to include, another link, or a video? Enter it all here.

Link to a video or additional web site URLs.

These checkboxes ensure your releases are featured on other ExpertClick sites.

Success Tip: Images. As with Press Room Pages, make sure your image names are descriptive and do not use any special characters besides the underscore (“_”). Add a caption to make your image and your release even easier to find.

Please note that all images must be legally yours to use. Please do not use clip art.

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Control Panel
- Edit Profile
- Send Release
- Manage and Edit Release

Release Format | Basic Info | Additional Info | Release Copy | Preview and Finish

Additional Links, Graphic, Photo, Audio or Video

Previous Next

****Optional Step****

Use this step to load additional Website links, video link or show a photo with your release. The system will automatically create a hot link to the Websites which is linked to your Expert Profile Page. If no additional links are needed, skip this page and proceed to the next step.

Is there a video link you want to link to? ☐
http://:

Check here to include additional URL(hotlink): ☐
URL: http://
What do you want the link to read?

Check here to include another URL(hotlink): ☐
URL: http://
What do you want the link to read?

Check boxes below to include your new releases to other ExpertClick sites:

☐ For audio or video releases to be included at www.RadioTour.com

☐ For books to be included at www.ReviewBook.com

☐ To promote as copyright free and be included at www.FeaturesUSA.com

Do you want to load a graphic or photo with your release?
Images should be 399 pixels or smaller.

Important: About Your Images
Do not use spaces or non-standard characters in image names. Please limit the text you use to A-Z, 1-9, and dash (-) and underscore (_). Use of non-standard characters may mean your images are not indexed or can be opened by some browsers. Please re-title images with search optimized image names such as:
Germany_River_Cruise.jpg
Public_Transportation_News.gif
Amy_Smith_Adoption_Consultant.gif

More descriptive image names help Google and Google News find you and your image. They also help users who may not be able to immediately view an image.

No file chosen

Do not type the .gif or .jpg name in the box, you must browse and upload it with the browse button.

Caption for photo or graphic if loaded:

Previous Next

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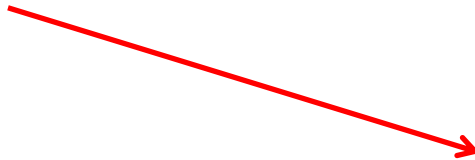
MemberHandbook.com

19

Your copy

Enter your release copy in Box 1. Use the text book and text editing tools to enter your release copy. Keep your content unique.

Comfortable with HTML coding? Enter HTML into Box 2. Make sure to click this button to save your HTML to Box 1.



SuccessTip: Boilerplate

New feature! You can repeat the same closing text to the bottom of every release you send; add your personal signature or a closing quote. Enter your “boilerplate” text in Box 3. You can change this any time.

Again, if you are comfortable with HTML, enter your code for your boilerplate text in Box 4. Make sure to press this button to save your edits.



Pinned Release

Use this option for something hosted on your own web site: a blog post, a release, or any new content.

Enter the URL you want to promote on the Additional Info screen shown here.

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Control Panel

- Edit Profile

- Send Release

- Manage and Edit Release

Release Format | Basic Info | Additional Info | Preview and Finish

Choose External Release Link

Previous Next

****Required****

External type

☒ URL in iframe below ☐ URL in new window

URL:

Hint: <http://www.yourreleaselink.com>

Enter complete link for your release. Then, proceed to next step.

Previous Next

An example of a pinned release at News Release Wire. Your URL will be displayed in a frame. A link to your Press Room Page is also shown.

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View Participant's Press Room Page

Does Your Book Need An iPhone App?

Click here to open framed news release

Book Marketing Home

Book Marketing Articles

About Book Publicist Scott Lorenz

Media Placement

Book Trailers

Does Your Book Need An iPhone App?

By Scott Lorenz
President
Westwind Communications

[Tweet](#)

Plymouth, MI Apr 03, 2012

Plymouth, Michigan - iPhone users are always looking for new apps to download; from amusing games to useful apps worthy of showing friends and colleagues. "Having an app that corresponds to your book can give readers something to keep busy as well as draw in new readers," says Scott Lorenz of Westwind Communications. "The number of iPhone apps that are linked to books is growing at an increasingly rapid rate. The number of books available on the iTunes App Store has far exceeded the number of games available." "So what better way to market your book," says Lorenz, "than to hop on the bandwagon and create an app for it?"

Lorenz says there are many ways authors can transform their book into an app. "Your app can contain anything from an excerpt of your book to a game that corresponds with the characters in your story. Sharing an excerpt can provide readers with a preview of your story and draw them into either purchasing an audio, kindle or paperback version," says Lorenz.

"On the other hand, games can give readers the opportunity to interact with the characters they've grown to know and love from your original story. Create a game that mimics your story line in an interactive fashion or a quiz that allows readers to identify quotes from the story and assign them to the appropriate characters. Games can be especially useful for children's storybooks seeing as how children love interactive scenarios, especially with their favorite characters," according to Lorenz.

"A great example of a book being transformed into an app is one created from J.K. Rowling's Harry Potter series. The Harry Potter: Spells application allows users to learn the spells that they've seen in action throughout the magical series and use them to battle with other iPhone users. Apps such as this help bring the story to life in a new way for readers and will keep your story alive in their minds long after they've finished reading," says Lorenz.

"If your book is non-fiction, there are other ways to translate it into an app. You might be interested in creating an app that emphasizes tips, key points or interesting facts from your book. For example, a popular app, Military Cadences, provides users with the words associated with the various songs and chants used in military settings. Providing this can help readers better understand the concept of your book and provide them with new information on the subject that they find interesting," adds Lorenz.

Another outting edge iPhone App for a book is 'The Fantastic Flying Books of Mr. Morris Lessmore' available for \$4.99. "Even in their own description they say it 'blurs the line between picture books and animated film' and I'd have to agree," says Lorenz. "The app gets hundreds of 4 1/2 star ratings which must mean its keeping users entertained. Most children's books can be transformed into iPhone apps and are a great way for parents to keep children occupied on errands or in the car," adds Lorenz.

"Another thing to consider when deciding whether or not to create an iPhone app is that an app can be a great way to bring in a little extra revenue. You can charge a small fee for your app or offer it for free. By charging a small fee, you bring a little more money with each purchase/download. If you decide to offer your app for free, more people will download it and will be aware of your story. Regardless of which path you choose, you can expect to see an increase in sales, which is always a good thing," concludes Lorenz.

"The bottom line," says Lorenz, "iPhone apps are a great way to bring your story to life for readers as well as draw in new readers. There are many prestigious and affordable companies that can be of service if you are looking to create an app." Contact Lorenz for marketing your app when you are ready to get some downloads.

iPhone App Publicity

Book Marketing

YouTube Video (App Marketing)

App Icon

About Scott Lorenz

Scott Lorenz is President of Westwind Communications, a public relations and marketing firm that specializes in book marketing and author publicity. His clients have been featured by Good Morning America, FOX & Friends, CNN, ABC Nightly News, The New York Times, Nightline, TIME, PBS, Los Angeles Times, USA Today, Washington Post, Family Circle, Woman's World, & Howard Stern to name a few. To discuss how Westwind Communications helps authors get all the publicity they deserve and more call 734-667-2050 or email scottlorenz@westwind.com. For more information visit www.Book-Marketing-Expert.com

Phone: (734) 667-2050
Return to Book-Marketing-Expert.com

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3. Android App reviews

PDF Release

Upload your own PDF to use as a release. Upload on the Additional Info screen.

A screenshot of the ExpertClick website showing the PDF upload process. The page has a blue header with the ExpertClick logo and navigation links. A left sidebar contains a "Control Panel" menu with options: "Edit Profile", "Send Release", and "Manage and Edit Release". The main content area is titled "Release Format | Basic Info | Additional Info | Preview and Finish". Under "Additional Info", there is a "Select PDF" section with a "Previous" button, a "Next" button, and a "Select PDF:" label. Below this is a "Choose File" button and a "No file chosen" text. A red "**Required**" label is positioned above the "Choose File" button. Below the "Choose File" button is a text box with the instruction: "Click 'browse' button to upload the desired PDF from your computer for your release." At the bottom of the "Select PDF" section are "Previous" and "Next" buttons.

**Your PDF will
appear as a
framed release
on News
Release Wire.**

Preview and Finish

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Release Format | Basic Info | Additional Info | Release Copy | Preview and Finish

Control Panel

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- Manage and Edit Release

Preview and Finish

Previous Publish Release

Click on the button to preview your release. [Preview](#)

(This preview of your release is a separate window. Simply close after viewing.)

In order to finalize your release, please view it in a preview window. If the release meets with your satisfaction, check the box below and finalize your submission.

Check this box if the press release is correct and ready for final submission: ☐



Your release will go live as soon as you click the approval button.

Previous Publish Release

Once your release is complete, check off and publish your release. Your release is live! Note: You can edit your release for up to one hour after you publish it.

Manage and Edit Releases

From Manage and Edit Releases, you can see your active and expired news releases. “Kill” will expire a release and it will no longer be visible to the public. The Edit option is only available one hour after submission.


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Your Active Releases

Edit: You may edit or correct a text news release for one hour after being sent. Please note that the release may have already been picked up or syndicated and we are not able to change what has been sent out.

Kill: You may make a news release no longer associated with your profile with the Kill Button at any time. Then you can send another release that day. Releases killed are archived as they will have been distributed and are referred to by Lexis and Google News. Once a release has been sent, you cannot get it back -- it is released. You can edit a text release for up to one hour.

	Headline	Release Date	Kill Date	Times Release Viewed	
	Test of Editing Releases	04/12/2014	04/12/2033	0	Kill
	Second boilerplate test	04/03/2023	04/03/2033	0	Kill
	This is a Boilerplate test	04/03/2019	04/03/2033	0	Kill
	EPA may delay climate rules f...	03/15/2031	03/15/2033	0	Kill
	Testing for External link	03/13/2031	03/13/2033	0	Kill
	This is a big Test of Ampersa...	03/12/2023	03/12/2033	0	Kill
	Test Release for Image Problem	01/02/2020	01/02/2033	0	Kill

Expired News Releases

These are your expired news releases. To view, please click on the headline. Remember, you can copy and paste old release text into a new release, as an outline, but please do update the headline and first paragraph with new content and ideas, so as not to create duplicate content.

-- Click link at left to view -- You can open these releases, and use this old text with CUT AND PASTE, as the back-bone of new releases.

	Headline	Release Date	Kill Date	Times Release Viewed
	Test of image issue	12/06/2022	04/12/2013	0
	Test Release for Image Problem 2	01/02/2021	03/12/2013	2
	Test Release for Ampersand & ...	09/13/2020	12/05/2012	2
	This is a Test Release 1	06/13/2013	06/13/2012	10

By looking at the “Times Release Viewed” column you can see which news release headlines did better than others. We’ve seen some participants find certain news releases ideas that produce consistent results and use them again and again over the years with ExpertClick®. We have active members with more than a million page views. You can send news releases daily.

You can view your old releases and copy and paste material from them to create new releases. But again, make your content unique for every release to ensure you and your releases get picked up by search engines and Google News.

Link Pick-up Area

Scroll to the bottom of Manage and Edit Releases to see your personal link pick-up area. Use these tools to add to your own web sites to help you publicize your presence at ExpertClick

Link Pick Up Area

Your Personal Yearbook Profile Page:
<http://www.expertclick.com/19-3210>

Your Personal NewsReleaseWire Page:
<http://www.expertclick.com/NewsReleaseWire/ViewMyNews.aspx?NRWID=7359>


Your Personal Yearbook Link:

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<a target="_blank" href="http://www.expertclick.com/19-3210">  
  <div style="text-align: center; font-family: verdana, arial, sans-serif; font-size: 12px">  
    <br />  
    <h4>Michael D. Shaw -- Air Quality Expert<br />  
    is listed at<br />  
    ExpertClick.com  
  </h4>  
  </div>  
</a>
```


Your Personal NewsReleaseWire Page:

```
<a target="_blank"  
href="http://www.expertclick.com/NewsReleaseWire/ViewMyNews.aspx?NRWID=7359">  
  <div style="text-align: center; font-family: verdana, arial, sans-serif; font-size: 12px">  
    <br />  
    <h4>View News Releases<br />  
    from Michael D. Shaw -- Air Quality Expert at<br />  
    NewsReleaseWire.com  
  </h4>  
  </div>  
</a>
```

Basic links



Michael D. Shaw -- Air Quality Expert is listed at ExpertClick.com



View News Releases from Michael D. Shaw -- Air Quality Expert at NewsReleaseWire.com

HTML code that you can copy and paste to use on your own web site, blog, or emails to link directly to your Press Room Page and news releases.

Secrets to News Release Success

Get the most out of your News Release Wire and ExpertClick® membership with our tips below:

Part 1: Editorial

- Write your release in a crisp, clear style.
- Your writing should begin with the fundamental basics of good journalism: who, what, when, where, why or how.
- Try to lead the first paragraph with a strong quote from one of the persons involved with the story.
- Write short sentences. Figure that your release should be five or six brief paragraphs.
- Take note of any recent news or news story that involves your expertise and enterprise. By using a news peg – as editors call it – you connect your release to the mix of stories concerning that recent news or event.
- While you write, refer to the Associated Press Stylebook and to “The Elements of Style.”
- Always use a dateline – the city and state of the release – and have at the bottom of the release the same city and state. An address is not needed.
- Identify each person with full name and title. Lower case titles – unless clearly a proper noun. Note that upon second reference, in news stories, it is often “the president” or “the pope”; not capital Ps. And upon reference, simply write the last name of the person without an honorific (Mr., Mrs., Miss).
- Remember that the release should not be about you first; it should be “news-you-can-use” of practical and immediate value and information to the editor or producer – for the reader or the viewer. It should be something where the

average reader can learn a new fact. Explain what you do simply; assume that the reader does not know your industry very well. Review your previous news releases and others’ releases in the system.

Part 2: Technical—Send your release via NewsReleaseWire.com

- Limit your headline to between 50 and 62 characters, including spaces. This allows your keywords to be part of the search display.
- Always enter at least 300 words of text in the news release.
- When entering the copy onto the release form, make sure you have converted your text to plain text to ensure you do not enter corrupted code. If you are comfortable with HTML coding, use the HTML option.
- Always include a graphic (square is best). You can also link to a video. In fact, you can also link to your book title. (However, this graphic step in the process is not required.)
- Be sure to include the appropriate links to the story; your contact info is autopopulated by the News Release Wire system.
- If you wish, enter your news release text at Google Keyword Tool to find out what Google thinks about your text:
<https://adwords.google.com/select/KeywordToolExternal>
- Link to subpages within your website.
- Provide an opt-in box for readers to receive a regular e-mail from you.

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www.YouTube.com/ExpertClick to receive notices when new videos are published.

- Join the ExpertClick® LinkedIn group for more info.
- Connect with us at www.FaceBook.com/ExpertClick
- Follow us at www.Twitter.com/ExpertClick
- Follow us at www.CustomerHandbook.com for feature updates.

Founded in 1984 as the ***Talk Show Guest Directory***

Mitchell P. Davis, Editor & Publisher

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CNN.com

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arranged, easy to use."*

abcNEWS

*"It will make your group the central point
for quotes and interviews."*

**Association
TRENDS**
