

Business News

Ideas to Grow Your Business

- 67 MPG Cars are coming to America
- How to Write an Effective Press Release
- Client Success Story "Pharma-Pen, Inc."

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67 Miles to the Gallon Car Video

Recently, I saw a news story on Channel 5 about the Smart car that gets 67 miles to the gallon. This car will soon be available in America. I jumped at it!

I went to their website, <http://usa.smart.com>, and watched their video. It was GREAT! It was out of the box and sold me! I want to buy a Smart car under \$20,000 and get 67 miles to the gallon.

The great thing about this video was; it was short, which made it load

fast; entertaining, which made it fun to watch; and it was filmed as a website video, meaning lots of good close-ups so you could clearly see what was going on. That's good web video.

So what's your product or service? If it isn't on your website as video, let's put it on your site. If your current video doesn't match the above description, then call us and we can make a better video for your site.

Think out of the box. Build sales with a cost-effective streaming video.

Video 7 Production Company is just around the corner. We believe in video on your website.

Visit us on the web at www.video7pro.com.

Writing a Press Release is Easy!

If you're stressing over writing your press release, relax. You explain things every day. Why should writing a press release be any more difficult?

The most important thing about a press release is information.

What – Where – When – Who – Why – How

Cover the information in a crisp, concise manner, as if you are speaking with a colleague. Keep in mind that it does not need to be a Pulitzer Prize winning article.

If you're not sending out press releases, you're

missing out on something that advertising can't buy . . . credibility.

In this mass media age, when people see an advertisement, they know you want something from them. This causes them to question the information.

When your company or employees are mentioned in a press release, you get "third party" credibility.

People view a press release article as information from an unassociated third party, much like a news report.

You can write press

releases about company and employee awards, community service, important events (Joe Smith has a new son.), company picnic, recent acquisitions, new hires, employee promotions, company capabilities, achieving record sales, new innovations and expansions. You get the picture. Oh, and include a photograph whenever possible.

The following tips will help you avoid two of the most common things that can slow down your writing flow.

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Writing a Press Release is Easy!



“You can get more mileage from your work by submitting your press release to more than one publication.”



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Tip# 1 – Stop writing in a passive tone. It’s as if you’re saying “Please read my information.”

Use active verbs and say what you mean. Don’t apologize for your opinions.

Example:

• Qualifying the sentence: “In my opinion, the XYZ model is the best machine for making support frames.”

• Stating the facts: “The XYZ model is the best machine for making support frames.”

Tip# 2 – Create interest by making your story dynamic. Write each sentence as if it is a headline. Remember, crisp and concise.

Example:

• Boring: “Joe Smith, an industry veteran, spoke at the monthly luncheon for the local chamber of commerce on Tuesday at noon, held at Main Street Restaurant.”

• Less boring: “Industry veteran, Joe Smith, spoke at the chamber of commerce monthly luncheon on Tuesday.”

You can get more mileage from your work by submitting your press release to more than one publication. These are some great places to submit your press release:

- Neighborhood and small town newspapers
- The business or

community sections of large newspapers, both city and national

- Magazines
- Industry publications
- Church bulletins
- Company newsletter
- Community and industry websites
- Your company website

Take advantage of all of the free opportunities that you have to promote your company.

Client Success story

Pharma-Pen, Inc. is a privately held medical device development company.

Rick Gillespie, President of Pharma-Pen, said video was a key factor in getting a speedy response from the Food and Drug Administration (FDA), for their new product, the Confi•Dose™ auto-injector.

Without video, the

approval time would have been much longer, and would have delayed the manufacturing process.

Pharma-Pen has since made several other videos to train medical personnel and patients to use their new and innovative products.

These videos are helping to create new markets and educate the public on the benefits provided by these

innovative automatic retractable injection devices.

To learn more about Confi•Dose™, visit their website at

www.pharma-pen.com