



Better Communication - April 2010

Q&A Redux!

So many great questions, so little space! I received more great questions about getting your business' message out than could fit in last month's newsletter, so I decided to extend the theme to April.

Q: Please discuss the importance of the subject line in an e-mail or memo. From Hannah.

A: Subject lines are critical in enticing people to open your email or read your memo. I had several folks reply to my last email, which had the subject line, "Whoops! I did it again." They were intrigued by it and wanted to know what was up. Then again, Hannah was annoyed by the subject line and told me so. She did open the email, though.

Q: I know that there are several so-called free services for distributing press releases. Is that is the best path to take? From Richard Rice of AlbuquerqueNightOut.com

A: Using a free electronic distribution service works when you want to reach beyond your local area. But if local is your market, then do the research (or find someone who already has) on what your local media outlets are - newspapers, radio, social media sites, magazines. A little up front investigation will tell you which distribution methods will work best.

Q: I want to enhance my online presence. Should I create a website or a blog first? From Curious, but wishes to remain anonymous.

A: Here's another "it depends" answer because a blog IS a website! Many company websites are actually set up on blogging platforms because of their ease in updating. (My own [website](#) is a WordPress.com blog - check it out). A traditional website is static, and though you can change content as often as you want, you usually do it when your product or service changes. My advice? **Whichever you choose, make sure your content is current and that people can easily find the site.**

Thanks again, everyone, for your questions! **And remember, regular, consistent and POSITIVE communication is the key to getting your message out and noticed.**

Success!

Scott Chazdon, Owner
[Maintenance & More Automotive Specialists](#)

Kelly helps us look like we really know what we are doing. The most proficient person in the world can sure come off dumb and incompetent when they try to write about it. Kelly protects us from ourselves. She has successfully melded our newsletter with Twitter, Facebook, and Linked In and has grown our fan base on those sites substantially. **The evolution of our newsletter and social marketing is nothing short of stellar.**



I highly recommend Kelly Koepke's services to anyone who is a true professional at what they do but may not have the time or expertise to properly write about it.

Questions?

Questions about how to better get your message out? I'm happy to answer.

Just [email me!](#)

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Please forward this to a friend who you think might benefit from my services.

Thanks!

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Free Tip!

When you get good press - a story in your local newspaper or magazine, or are interviewed for the radio, say thanks to the reporter or editor who made it happen. Your kind words in an email or handwritten note might lead to bigger opportunities - a column, regular show or follow up story.

Spring Special

Spring's finally here - the flowers and trees are blooming, along with my allergies. To celebrate this season of new beginnings, I've got a special offer for you.

Don't know where to start in crafting your next press release? This special offer for [new customers](#) (we haven't worked together in more than one year) or for [current customers](#) not already taking advantage of one of my packages.

Buy 2 press releases & the next one is on me. That's a \$249 value.

That's right, you get a complimentary press release when we do 2 together. The 2nd release must be sent within 30 days of the 1st one we do, and you've got another month after that to redeem your complimentary one.

This offer is only good until April 30, 2010, so act now!

Just [email me](#) or hit reply!

Please forward this to a friend who you think might benefit from it, too. They'll get help and you'll look like a hero!

