

New Press Release Secrets Report

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Bob Woodward's comments on news today highlight the dilemma for news release services, says new report

Bob Woodward's comment today that the news business is changing, provides both an opportunity and a threat to small businesses seeking to get their press releases read.

A new report to be released in the coming days from the legal news service, LawFuel.com, indicates that press releases can be used to huge effect by small businesses and others - provided they conform to key rules.

Woodward's comments, made in Boston at the launch of his new book "Plan of Attack", indicated that fresh news won't go away, it has simply altered. As Woodward said: "It's like any product. It depends on how useful it is to people."

The Lawfuel report, "Trump the search engines with the Press Release Secret" says press releases are under threat in their conventional sense, but are also changing in a way that provides massive opportunities for those who know the rules of the new game.

The fact is that over 70% of journalists go online daily looking for press releases - a fact that provides huge opportunity for businesses if they know how to attract the right eyeballs to their release.

"Trump the search engines with the Press Release Secret" outlines new advice for small businesses to achieve high search engine rankings for little-to-no investment. It also outlines key services businesses need to use in their press releases to avoid "press release spam".

"Trump the search engines with the Press Release Secret" is to be delivered electronically to those who register.

The free report was written to provide assistance to companies and individuals wishing to publicize their products or services but are unsure of how to go about the process.

"The report can hopefully clarify some of the key ingredients to writing releases and, more importantly, having them achieve good ratings on the Web," said LawFuel.com publisher John Bowie.

"We decided to make the report free to facilitate that process and make it as open as possible for anyone who has news to report or interesting items to announce or sell," he said.

Contact John Bowie for more insights into this topic. Direct line: 0064 04 978 7347 Email: john@lawfuel.com

Other helpful information regarding the this product or service can be found at: www.YourWebsite.com .

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www.LawFuel.com is one of the major law news providers on the Internet. Operating since 2001 it handles news releases from some of the largest law firms and legal organizations in the world, as well as a press release service.

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