

ZERO, NOTHING, NADA... *continued from page 13*

sales with press releases. Having an event in your parking lot? Send out a press release to the local newspapers. Call the local TV station, ask for the news editor and invite them to send a camera crew to cover your event. With the current price of fuel, newspapers are only too happy to publicize the gas saving products you sell. Think hard. There are lots of things local newspapers and magazines will print that bring customers to your store.

You really can develop and publicize products with little or no money. Don't hire expensive consultants like me. Use your brain and pull your business up by the bootstraps. I learned basics of bootstrapping from some of the hugely successful pioneers in the performance industry. I like the idea of selling lots of product without spending much money as they did. You too can find success for little or no money.

Source: Import Automotive Parts & Accessories

8 Rules for Successful Press Releases

1. Only send good looking photos. If you think your product looks great in the photos, the editor will too.
2. All photos must be in 300dpi. Lower resolution may give crappy printed results while higher resolution just makes the file size unnecessarily large.
3. Save photos in the CMYK four-color format. Editors can then print in color or black-and-white.
4. Save photos in the TIF format. Use LZW compression if you want to minimize file size.
5. Write clear, concise copy focusing on the benefits your products provide along with your contact information.
6. Save your copy in plain text (txt or doc) format.
7. Email your press release and photo files with a short note and a subject that clearly differentiates it from spam.
8. Follow up with a phone call and get to know those fine, underpaid scribes who put out magazines.

Print Beats Web for Delivering Trustworthy Content

According to a recent study conducted by MediaVest, consumers trust content they read in print based media much more so than online media. The researchers found this trend held true in every content category with the exception of health related content. In the health arena, WebMD reigned as the most authoritative source of

trustworthy information. One interesting finding in the study was the extremely low percentage of audience duplication between print publications and their online versions. Duplication ranged from only 1 percent to 6 percent in most categories. Only 12 percent of those surveyed believed that a Web site could easily replace the print edition of their favorite publication in the next five years. *Source: MediaVest*

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