

# Lecture 43: Expert Press Release And Perfect Timing Strategy

Always create a press release for every one of your app launches. Why? Because it does help with SEO at the very least. You can use PRLOG or PRWEB. You need to learn how to write a press release correctly or it will be tossed in the garbage unfortunately. I hire a professional to do this for me. Just check out the Bonus Lecture 1 section at the end of this course for a link and it's very inexpensive too. There are others there that can submit your press release and save you hundreds of dollars as well.

PRWEB is currently ranked Number 1 news release service. Both are very good. If you don't have thousands of dollars to burn per month. Then I would highly suggest that you stay away from PR agencies or firms because they can eat through your money really fast.

Now, when's the perfect time for a press release you ask?

There's no magic number, the popular advice was to always avoid the weekends, Mondays, and Fridays. Other experts always say a slow news day — when there's nothing much happening and journalists are scratching their heads for newsworthy stories — is a good day to send your release out.

All experts agree that the worst time to send out your press release is when the whole world is glued to a huge breaking news story. Therefore, Don't even think about competing with a celebrity story, terrorist attack, or school shooting.

Data suggests that The busiest day for Press Releases is on a Tuesday, that is when the top Press Release services receive the highest numbers. The second busiest day tends to fall on a Monday.

Fridays are the least busy week day, and almost nothing happens on weekends. Almost everyone sends their press releases between 8-9 am Eastern Standard Time.

53% said Tuesday was the best day, and 63% reported Tuesday morning was the best time. **Avoid the weekends period!**

Experts say try sending in your Press Release on a Wednesday or Thursday morning Or perhaps even after-hours on Monday would suffice.

Because editors and journalists are always connected, the timing of your press release is becoming less and less important than it was in the past. The Media can now access their emails and social networking accounts 24/7 today. Okay, I'll see you in the next lecture.