

**CREATE YOUR FIRST PR PROJECT**

**A GUIDE FOR**

**CLICKintoPR.com Users**

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## **CLICKintoPR.com – Getting Started On-line**

The CLICKintoPR.com web site has been designed for ease of use. We appreciate that you may need help in selecting the best options for you. The main aim of the CLICKintoPR.com web forms is to gather the information we need to write professional press releases, features and mail shots. The details you give will also enable us to research the target media that is read, watched or browsed by your intended audience.

Once issued, your news releases and any images you upload will remain in the CLICKintoPR.com news archive indefinitely or until you ask us to remove them. Each press release will be linked to your web site on multiple key words.

For additional web coverage and at no extra charge, your release will also be submitted to the PRweb newswire – which is highly rated in Google searches.

The following step-by-step guide will help you get started, but if you experience any difficulties call Adrian on 0161 408 0152.

## Registration

Your information is only used by CLICKintoPR.com to enable this service to run smoothly. No data is passed to any third parties.

1. On the home page there are three links to the registration area.  
[‘Register’](#) in the blue navigation bar at the top of the screen (always shown). The red [‘REGISTER and start your first project’](#) bar in the right hand column (on many general information pages). [‘Register now for affordable online PR’](#) (home page only).
2. Complete the registration details. Your e-mail address will be your user name for logging into the system and will be used to send you alerts as your project progresses through the service.
3. A second person can be added now or later if you require them to view and approve copy at the same time as yourself.
4. If you want to take advantage of the ‘12 month deal’ (see FREE !! Get even more Press Release Exposure – home page), check the relevant tick box. If you want to be alerted about any special offers check the permission e-mailing box. You will only be mailed infrequently about CLICKintoPR.com and always with an option to stop the e-mails.
5. Create a password – key it twice to confirm it is correct and then click **‘update registration details’**.
6. You will be sent a confirmation e-mail with your username and password. Please keep it safe.
7. The confirmation e-mail will contain a link to a ‘getting started’ document that contains additional useful information.

## Starting a New Project (Typical Example)

1. Enter your e-mail address and password in the log-in box, top right corner of the page then click **'GO'**. If you forget your password, click **'forgotten your password?'** option. Your password will be e-mailed.
2. On the next screen select – **'Create a New Project'**
3. Step 1: Choose a PR Service: You will see a list of available services. Select the one you want (full descriptions and pricing are given via the blue navigation bar at the top of the page). For this example, we will choose **'Press Release – write and distribute'**.
4. Step 2: A sub-list of options appear, select the one that most fits the topic of your press release (some services do not have a sub-list of options and proceed straight to a briefing form). For this example we will choose **'about a product'** from the sub-list.
5. Step 3: A briefing form appears containing ten simple questions.
6. You can upload two images by selecting – **'Upload Image'**. You need to confirm that you own copyright. If you do not hold copyright, please ensure you get permission from the copyright owner in writing. CLICKintoPR.com can accept no liability if you do not own the copyright to your images.
7. Complete the boxes on the form providing as much information as you can. (An example of a completed form is given after these instructions).
8. Select in which country you want the news release to be issued. If you want distribution in both the UK and USA select the main country first then select from the 'Project Enhancements' – **Add distribution at the same time in a second country UK or USA.**
9. Select other 'Project Enhancements' you require. Include 'Express 24 hour' if you are in rush, but please remember, if you are sending additional information we will need to wait for that to arrive before starting work on your project.
10. Give your project a name/reference in the box provided.
11. When you have finished select – **'Submit for Authoring'** (if you want to return and complete the form later select – 'Save for Later'). Once submitted, you will now be taken to secure payment by credit card.
12. Congratulations! You are now on your way to issuing your first press release by CLICKintoPR.com. Copy will now be written and target media will be researched and forwarded for your approval.

### **Example of a Completed Form – Product Press Release**

- 1. What is the name of your company, of the product and what does it do?**

*Engery Lightsave Ltd. The new Eco-Light lighting unit.*

- 2. What are the five key features of this product?**

*Produces more light for less energy.*

*90% better than conventional sources.*

*50% improvement on other low energy sources.*

*Reduced heat output and small size permits more creative lighting.*

*Reduced electricity consumption reduces electricity bills.*

*Reduces emission of greenhouse gasses from power stations.*

*Fits all standard 240 volt bayonet or screw sockets.*

*Lasts up to five times longer than conventional sources.*

- 3. What are the five key benefits that users will experience?**

*Save money.*

*Spend less time replacing blown lighting.*

*Reduce the need to keep bulk stores of replacement lighting.*

*Enjoy a better quality of lighting.*

- 4. What is the unique selling point of this product?**

*Less than half cost of other low energy bulbs – rapid payback.*

*Guaranteed for five years in normal use.*

*An easy low cost way to save money and help the planet.*

- 5. Who will buy and use the product?**

*Homes, offices, factories hospitals, schools,*

*hotels, shops, restaurants, property maintenance companies.*

- 6. What publications do they read or other media do they use?**

*DIY, home, electrical, design, lifestyle, facilities management.*

- 7. List any web sites that will provide more information?**

*[www.energylightsave.co.uk](http://www.energylightsave.co.uk)*

**8. List any other information you are sending by e-mail (pdf's or brochures for example).**

*Sending PDF of brochure by e-mail.*

**9. Give a contact for journalists wanting more information about the product.**

*Mr Ben Green  
Energy Lightsave Company  
Greenside  
GR9 9GR*

*T 01919 - 1911-9119  
F 01919 - 1911-1991  
E bgreen@energylightsave.co.uk*

**10. Give a contact for commercial enquiries such as advertising.**

*Miss P R Person  
Address as above  
E pperson@energylightsave.co.uk*

**In which region would you like to publish?**



UK only



USA only

**Project Enhancements**



Add distribution at the same time in a second country UK or USA (add £200.00)



Responsesource placement (add £45.00)



Web search clipping service (add £47.50)



Digitally enhance supplied image (add £40.00)



Express 24 hour service (add £95.00)

**Give your project at reference:**

*low energy bulbs*

## **Next Step – Approving Your Press Release**

Based on the information we have from you, we will write a press release. When the draft copy is ready for your approval you will be notified by e-mail.

1. To return to your project log-in as before.
2. You will now see your project listed under **‘in progress (paid)’**
3. Click on the project to open it.
4. You can print the draft by selecting **‘print draft’**
5. If you did not upload an image before, you can still do so now by selecting **‘upload image’**
6. Read carefully the draft copy presented in the top box. In the empty box below the copy make any comments or amendments you would like us to make. To complete changes select **‘submit comments and amendments’**.
7. We will then make any necessary adjustments and notify you that the draft is ready for review. When you are happy with the text enter **‘I have checked the press release, I have no further changes, please issue it now’** in the comment box.
8. We will then issue the press release by e-mail to target publications, publish it on the CLICKintoPR.com. A confirmation e-mail will be sent to you.