



ExpertClick® Member Handbook 2016

Version 2016.1.1 January 1, 2016

This is the Member Handbook for ExpertClick® members. Updated versions of this manual can be downloaded in Adobe PDF from www.MemberHandbook.com. Your hard copy of this handbook has your User ID, password, affixed below..



Your membership includes:

- **Your profile (Press Room Page) at www.ExpertClick.com**
- **Your unlimited News Releases at www.NewsReleaseWire.com**
- **Your profile printed in the ExpertBook:
*The Yearbook of Experts, Authorities & Spokespersons®.***

This Member Handbook is designed to help you gain the greatest benefit from our services. Free customer support is always available during Eastern Time business hours: **Please call us at (202) 333-5000 or e-mail Support@ExpertClick.com.**

Keep this book: This printed handbook is labeled below with your User ID and Password for using all ExpertClick® membership features. Or please see your welcome email from www.ExpertClick.com.

User ID & Password:

Client:

Profile address:

Verification E-mail:

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January 1, 2016

Dear Subscriber:

Welcome. You can take advantage of all the features of ExpertClick.com so that journalists can easily find you and interview you – so you benefit from the news media exposure.

There are three general concepts:

1. **Demonstrate who you are and what you want to talk about so that journalists can find you with your text and topics.** Journalists find you most easily through ExpertClick.com's search engine of this information.
2. **Reach out by sending news releases.** Journalists can receive current content from you, get to know you and want to contact you when they have a story to which you could contribute.
3. **Use our content on your Web site by linking to your own NewsReleaseWire.com page that only shows your news releases.** All of these features add content that you control and that is always updated on your Web page. Pick up badges and use the RSS to syndicate to social media – find the badges in your Manage Releases area, when logged in.

We present your information on the ExpertClick® web site, via the LexisNexis® database, and in our printed directory. You have 100% control of your content with your User ID and Password.

This handbook will show you how your information is presented, how to set up your Platform Page, and how to send news releases. See our how-to videos at YouTube as well.

We're here to help you succeed. We want ExpertClick® and News Release Wire to work for you. Please call us at (202) 333-5000 with any questions.

Sincerely,



Mitchell P. Davis, Editor & Publisher

Broadcast Interview Source, Inc.

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Washington, DC 20007-4132

(202) 333-5000

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What is ExpertClick?

It all starts here at the main page. Our **front page** is constantly updated with members' Press Room Pages and up-to-the-minute news releases at News Release Wire.

ExpertClick®
Connecting experts with the news media
 • Directed via e-mail to top journalists
 • Google News feed
 • Search Optimized News Releases
 Click here for your free PDF of the Yearbook of Experts®

NEWS...RELEASE

Nominate an Expert -- Maybe You?
 First Name _____
 Last Name _____
 Website _____
 Email _____
 Phone _____
 Enter

HOME LOG-IN SITE MAP CONTACT US JOIN

ExpertClick® Press Room Pages

Leebov Golde Group
Grounded in comprehensive research on best communication practices for physicians, The Language of Caring Guide For Physicians describes the communication skills key to patient- [Read More...](#)

Anne Nordhaus-Bike -- Spirituality Expert
Spirituality expert Anne Nordhaus-Bike is an astrologer, artist, writer, and performer who creates practical, inspiring tools for "Living in Harmony." She combines sound business [Read More...](#)

View News Releases

- Talkers New York 2013 Nearing Sellout!**
- Printable Legal Pleading Templates**
- After Antibiotics, Why Not Probiotics?**

RSS Feed

"dating service of PR"
PRWEEK
 "A Hot Site"
USA TODAY
 "An Invaluable Tool"
CNN.com
 "Excellent resource, well arranged, easy to use."

Search Experts by Keyword

Keyword _____ Submit

Expert Round Ups

This display rounds up experts on popular topics. You may also use the search box above to search on more than 12,000 topics of interest selected by our experts.

Accounting	Death	Immigration	Relationships
Achievement Quotes	Decision Making	Infidelity	Religion
Addiction	Defense	Informational	Reputation
Advertising	Demals - Central	Information Security	Reserve
Aging	Depression	Innovation	Research
Adopt Parents	Disc	Insurance	Retirement
Alcohol	Direct Mail	Intellectual Property	Retirement Planning
Alzheimer's	Direct Marketing	International Affairs	Risk Management
Animals	Disabilities/Incapacities	Internet	Safety
Animal Rights/Animals	Disaster Preparedness	Internet Dating	Sales Expert
Anxiety	Discipline	Internet Marketing	Sales Trainer
Art	Diversity	Investigation	School Shootings
Associations	Dmitry	Investments	Science
Attorney	Divorce	Leadership	Search Engine Optimization
Authors	Doctors	Leadership -- Transformational	Security
Autom	Doa Training	Leadership Development	Self-Extram
Automobile	Dodge	Leadership Experiences	Self-Help
Aviation - Flt/Air	Domestic Violence	Learning	Selling
Banking	Drugs	Life Science	Sex
Bankruptcy	E-Commerce	Litigation	Sexual Harassment
Beauty Experts	E-mail	Losses	Shoppers
Biotech	Education	Love/Term Care	Smart Business
Birth Defects	Learning	Lottery	Social Media
Blotting	Emergency Preparedness	Low	Social Networking
Body Language	Employment	Management	Speakers
Book Publishing	Employee Relations	Management Consulting	Speakers Bureau
Book Reviews	Employment	Managers	Speakers with Causes
Books & eBooks	Employment	Marketing/Market	Spiritual Religion
Branding	Enrichment	Marriage	Specialties/Sports
Business	Ethics	Married	Strategic Alliances
Business Consulting	Executive Coaching	Matrimonial Experts	Strategic Planning
Business Card/Inv	Executive Recruitment	Media	Stress
Business Kitchens	Executive Search	Medical	Stress Management
Business Relationships	Executive	Menopause/Women's	Success
Business Turnarounds	Expert	Men's Issues	Survival
Child	Family	Mental Health	Sustainable
Cancer Care	Fashion	Mobile/Extranet	Tail Studio
Case Planning	Fear	Monetization	Talent
Careers & Wollance	Feud/Su	Motivational Speakers	Team Building
Caregiver	Finance	Music	Teamwork
Care	Financial Aid	Neurology	Technology
Cats	Financial Planning	Neuroscience	Television
Cells	Fitness	Non-Profit	Television Advertising
Cells/Biotech	Fraud	Nutrition	Terrarium
Chemistry	Fraud/Scam	Obesity	Thank You Notes
Change	Forecasting	Parenting	Time Management
Change Management	Forecasting	Paraphrasing	Tourism
Charity	Forecasting	Paraphrasing	Toy Industry
Child Safety	Forecasting	Paraphrasing	Traff
Children and Child	Forecasting	Paraphrasing	Trade Show Experts
Coaches	Forecasting	Paraphrasing	Trademark
Coaches with PCCA	Forecasting	Paraphrasing	Trademark Training
Coaching	Forecasting	Paraphrasing	Transportation
Collaboration	Forecasting	Paraphrasing	Travel
Colleges	Forecasting	Paraphrasing	Turnaround
Comedy	Forecasting	Paraphrasing	Unmanned Aircraft
Communication Skills	Forecasting	Paraphrasing	Valentines Day
Communications	Forecasting	Paraphrasing	Vans/Furni Speaker
Communications Law	Forecasting	Paraphrasing	Vegan
Computational Intelligence	Forecasting	Paraphrasing	Veterans
Complexity	Forecasting	Paraphrasing	Veterans Presentation
Conceptual	Forecasting	Paraphrasing	Voice Mail
Conceptual for Kids	Forecasting	Paraphrasing	Volunteering
Consultants w/CMAs	Forecasting	Paraphrasing	Weather
Consulting	Forecasting	Paraphrasing	Webinars
Consumer Issues	Forecasting	Paraphrasing	Weight Loss
Cross-Industry	Forecasting	Paraphrasing	Wellness
Cyber Security	Forecasting	Paraphrasing	White Collar Crime
Countertops	Forecasting	Paraphrasing	Women in Business
Courts/Litigation	Forecasting	Paraphrasing	Women's Health
Credit and Debt	Forecasting	Paraphrasing	Word of Mouth Marketing
Crisis	Forecasting	Paraphrasing	Work
Cross-Communications	Forecasting	Paraphrasing	Workplace
Customer Service	Forecasting	Paraphrasing	Writers
Cyber Security	Forecasting	Paraphrasing	Worstful Death
Dallas & Fort Worth	Forecasting	Paraphrasing	
Databases	Forecasting	Paraphrasing	

Topics are the most important part of ExpertClick. Journalists and other users seeking experts can search on a topic of their own choice, or use our "Expert Round Up" topic index on our main page.

Choosing the right topics helps you be found – see page 13 for more information on selecting your topics.

Expert Topic Search Results

On the search results page, Press Room pages and News Releases that match the search term are displayed. (The topics you choose for your Press Room Page are used to search for your news releases too.)

The Icons help journalists know if you have a web link, audio, news releases or Daybook events. When you add content, you make your listing more attractive and functional. And when journalists click on the name, the Press Room Page opens to show your page with links.

Interested in upgrading your membership with better search result placement or a banner ad? Contact Support@ExpertClick.com today.

The screenshot shows the ExpertClick website interface. At the top is the ExpertClick logo and navigation links: Home | Join as an Expert | Login | About ExpertClick | Site Map | Contact ExpertClick. Below the navigation is a banner ad for Patricia FRIPP Coaching with the tagline 'Your competitive edge...awesome presentations!'. A callout box points to this banner with the text 'Banner ad with premium placement'. Below the banner is a search bar with the text 'Search Profiles by Keyword: Presentation Skills'. Underneath is a section titled 'Featured News Releases' containing three items, each with a profile picture and a title: 'Still Working? 7 Ways To Stay Vibrant When Over 50 or 60', '7 Ways to Be Memorable at Networking Events', and 'Customer Service Training for Chat Representatives'. A callout box points to this section with the text 'Featured news releases'. Below this is a section titled 'Yearbook of Experts® & News Release Wire member profiles' containing four expert profiles, each with a profile picture, name, title, and a list of skills with corresponding icons (LINK, document, audio, video, etc.): Patricia Fripp -- Business Presentation Expert (Presentation Skills); Kate Zabriskie - Training Course Program Seminar Workshop (Presentation Skills); Joni Wilson - Voice Expert -- Director Ms. Senior USA Pageants (Presentation Skills); Jerry Cahn, PhD, JD - Trusted Advisor - Coach to Leaders, Presenters (Presentation Skills/Public Speakin). A callout box points to this section with the text 'ExpertClick® profiles, displayed by member level – news releases are presented below.'

Your Platform Page

A sample of a vertical layout – a horizontal layout is also available. See how to create and edit your press room page on page 10.

Social media sharing tools.



Yearbook of Experts
1984 • FOUNDED 1984 • WWW.EXPERTCLICK.COM

Randall Craig, Social Media and Web Strategy Expert
Yearbook of Experts - Member Profile



Participant Information

Randall Craig, Social Media and Web Strategy Expert
Toronto, Ontario Canada

[Jump To Randall Craig, Social Media and Web Strategy Expert](#)

[View Releases](#)

[View Full Page from Yearbook of Experts as PDF](#)

Welcomes paid invitations to speak.
[Click Here for professional speaker information.](#)

Will consider all speaking invitations.

Contact Information

Randall Craig, CFA, MBA, CMC
Toronto, ON
Canada
Contact Phone: 416-256-7773
[Contact Randall Craig, CFA, MBA, CMC](#)

Latest News Releases

		Title
		How Many Social Media Sites Will Survive?
		The Integration of 'Social'
		LinkedIn Endorsements: Reputation Transparency
		Social Media Check Box
		Facebook - Billions Served

Other experts on these topics

1. Management
2. Consulting
3. Internet
4. Social Media
5. Career
6. Networking
7. Executive Coaching
8. Management Consulting
9. Blogging
10. Entrepreneur
11. Marketing Strategies



Randall Craig is an expert (since 1994) in the field of Social Media/Web Strategy, Social Media Risks, Networking, and Social Media Career Planning/Job Search. He is the author of seven books in the area, including The Everything Guide to Starting an Online Business, Social Media for Business, the Online PR and Social Media series, Personal Balance Sheet Career Planning Guide, and others. (Please call for review copies).

His background includes 9 years at consulting firm KPMG, 6 years starting a company (and later selling it), 3 years as a senior executive at an American public company, and since 2003, President of the consulting firm 108 ideaspace inc. He is a CFA, MBA, CMC, and has a Black Belt in Karate.

In addition to his professional activities, Randall lectures MBA students at the Schulich School of Business, one of the top-ranked global business schools, and writes a column for the Huffington Post. He is an experienced commentator on current issues, and has an extensive national profile on TV, radio, and in print.

For more information and story ideas:
Randall Craig's credentials
<http://www.RandallCraig.com>

108 ideaspace inc. (Consulting firm)
<http://www.108ideaspace.com>

Links, contact information, and icons that show your availability. Users can subscribe to your RSS feed.

Your name is your headline – be sure to make it descriptive.

Include up to four images.

Your most recent news releases.

Your text – you can add links to videos and other content.

Your topics – enter up to 39.

Your News Release

The crucial “5 Ws” are What, Where, Who, When, Why. Your release has it all – see page 13 to learn how and see page 21 for top news release success tips.

Sharing tools and headline.

Upload the image of your choice: your photo, your book cover, your product. Be sure to add a caption.

New feature: Boilerplate text. You can create, save, and reuse the same closing text for all your releases. Your signature, your links, and more.

ExpertClick®
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View Participant's Press Room Page

Teach Kids How to Act Around Dogs, Cats, and Wild Animals
Hollywood, FL
Wednesday, April 03, 2013

Debra Holtzman, J.D., M.A.

"A child can learn some wonderful life lessons while caring for an animal, but there can be some potential hazards that accompany pets of any kind", says National Child Safety Expert Debra Holtzman J.D., M.A. <http://thesafetyexpert.com>, the best-selling author of "The Safe Baby: A Do-It-Yourself Guide to Home Safety and Healthy Living" (Sentient Publications). A young child can harm your pet, and some pets can most certainly harm your child. Never leave a baby or young child alone with any pet and always supervise children around dogs, cats, ferrets and other animals. Even if your home doesn't have a pet, teach your children these important tips.

ALWAYS:

- Treat animals with kindness and respect
- Handle pets gently
- Wash your hands thoroughly after handling pets
- Teach children to enjoy watching wildlife from afar

NEVER:

- Approach any unfamiliar animal
- Disturb an animal that is eating, sleeping, caring for its young or guarding something
- Touch any pet before asking its owner if it is okay to do so
- Tease, chase, or stare at an animal
- Grab an animal by the feet, ears or tail
- Feed, touch, pick up or handle a wild or stray animal
- Try to break up animals fighting
- Play with a dog unless supervised by an adult

SHOW YOUR CHILD WHAT TO DO IF APPROACHED BY AN UNFAMILIAR DOG:

- Be still like a statue if a dog comes up to you
- If you are knocked down by a dog, roll into a ball and lie still like a rock

Lastly, if your child or any family member is bitten or scratched by any animal, act quickly. Wash the wound thoroughly with soap and water for at least 5 minutes and seek medical attention immediately.

National Child Safety Expert Debra Holtzman has a law degree, an M.A. in occupational health and safety, a B.A. in communications and over fifteen years experience in the child safety and health field. She teaches infant and toddler safety and CPR at a South Florida hospital and is a certified child passenger safety technician. Debra has made hundreds of media appearances including ABC World News with Diane Sawyer, NBC's The Today Show and Discovery Health Channel, and was named an "Everyday Hero" by Reader's Digest. Her award-winning book, "The Safe Baby: A Do-It-Yourself Guide to Home Safety and Healthy Living" (Sentient Publications) offers parents easy-to-implement solutions and cost saving tips to keep children and pets safe and healthy.

Visit Debra Holtzman's Website <http://thesafetyexpert.com>, Connect with her on Twitter @SafetyExpert_ and on Facebook <http://www.facebook.com/DebraHoltzmanTheSafetyExpert>

Debra Holtzman, J.D., M.A.
Hollywood, FL

Your RSS feed. Journalists can subscribe to your headlines. Use this link to connect your news releases to your Twitter or Facebook accounts too.

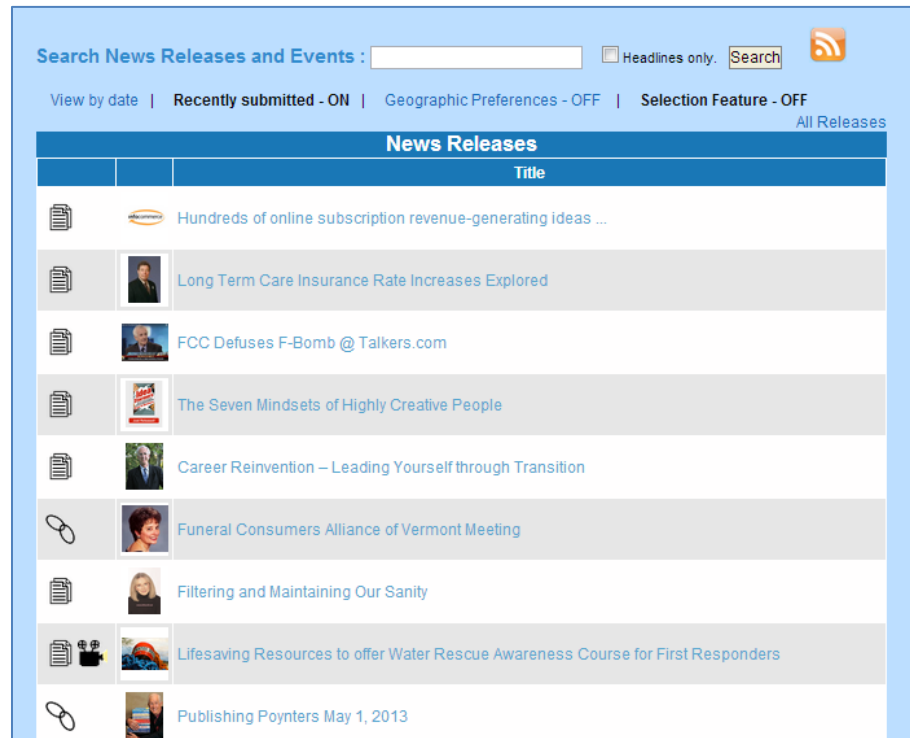
Release date. You can choose a future release date.

Your release text. Make sure you make every release topical, fresh and unique – it's how search engines will find you and your release. Notice how this release uses a bulleted list to present vital information in an organized way that journalists can quickly scan.

News Release Wire

Users can also go to <http://www.NewsReleaseWire.com> directly from the main page to search News Releases by date or location.

News releases are presented by most recently submitted. Users can also view by date.



The screenshot shows the News Release Wire website interface. At the top, there is a search bar labeled "Search News Releases and Events:" with a "Search" button and a "Headlines only." checkbox. Below the search bar, there are navigation options: "View by date", "Recently submitted - ON", "Geographic Preferences - OFF", and "Selection Feature - OFF". A link for "All Releases" is also visible. The main content area is titled "News Releases" and features a table with a "Title" column. The table lists several news releases, each with a small icon and a title:

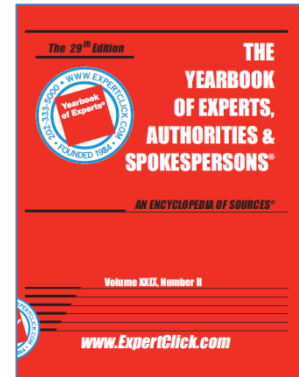
	Title
	Hundreds of online subscription revenue-generating ideas ...
	Long Term Care Insurance Rate Increases Explored
	FCC Defuses F-Bomb @ Talkers.com
	The Seven Mindsets of Highly Creative People
	Career Reinvention – Leading Yourself through Transition
	Funeral Consumers Alliance of Vermont Meeting
	Filtering and Maintaining Our Sanity
	Lifesaving Resources to offer Water Rescue Awareness Course for First Responders
	Publishing Poynters May 1, 2013

Where else do your news releases go?

- Scanned by Google News.
- LexisNexis, a top research tool for working journalists..
- RSS feeds.
- A custom URL link for your Web site that shows only your news releases.
- Linked to your ExpertClick.com profile.

In print: The Yearbook of Experts®

Since 1984, Broadcast Interview Source has published directories the news media know and trust. Your membership includes your 75-word profile and your topics. Contact us at Support@ExpertClick.com if you would like to upgrade to a full-page display ad.



We distribute our books in six ways:

- 1) Free copies of the Yearbook of Experts, Authorities & Spokespersons® are available to America's leading print and broadcast journalists.
- 2) We also distribute at trade shows such as www.Talkers.com, the Talk Radio annual convention.
- 3) A complete PDF is available for download at www.ExpertBookPDF.com.
- 4) The Yearbook is always online 24 hours a day at www.ExpertClick.com.
- 5) At www.Scribd.com – the document sharing site.
- 6) Affordably priced at www.Amazon.com.

If you have a display ad or an image for your listing (half or full page) please send your art or image to support@expertclick.com, along with your customer number, name, and contact information.



Sample of a profile – icons show your email, links, and more.

DEBRA HOLTZMAN, J.D., M.A. -- CHILD SAFETY EXPERT
Hollywood, FL United States
<http://www.thesafetyexpert.com>



Debra Holtzman, J.D., M.A. is an internationally acclaimed child safety and health expert and award-winning parenting author. Frequently appears on regional and national television and radio, she has been featured on The Today Show, Weekend Today, Dateline, ABC World News, The Associated Press Radio, Martha Stewart Living Radio, and in USA Weekend Magazine. She was the official on-air safety expert for the popular weekly Discovery Health series, Make Room for Baby. She was named an "Everyday Hero" by Reader's Digest and a "Woman Making a Difference" by Family Circle Magazine. Debra has a law degree, an M.A. in occupational health and safety, a B.A. in communications, and is the mother of two children. She teaches infant and toddlers safety, CPR, and sibling classes at Memorial Regional Hospital. Her latest book, "The Safe Baby: A Do-it-Yourself Guide to Home Safety and Healthy Living" (Sentient Publications, 2009) is in bookstores everywhere.

Debra Holtzman, J.D., M.A.
Hollywood, FL United States
Contact Phone: 954-963-7702
[Click to Contact from Web Site](#)

Sample of a full-page ad.

www.TheSafetyExpert.com

Debra Holtzman

Child Safety Expert
Health, Safety and Lifestyle Consultant

Debra Holtzman, J.D., M.A., is an internationally acclaimed child safety and health expert as well as an award-winning parenting author.

A proven specialist on the subjects of injury prevention, healthy living, toxic chemicals, child passenger safety, parenting issues, consumer issues, lifestyle, travel, food safety and pet safety, Holtzman has been helping families for nearly two decades.

Frequently appearing on regional and national television and radio, she has been featured on The Today Show, Dateline, ABC World News, CNBC, MSNBC, and The Associated Press Radio -- and in USA Weekend Magazine. Holtzman served as the official safety expert on the Discovery Health Channel's popular TV series, "Make Room for Baby." She was named an "Everyday Hero" by Reader's Digest.

Her latest book, "The Safe Baby: A Do-it Yourself Guide to Home Safety and Healthy Living," is in bookstores everywhere.

Holding a master's degree in occupational health and safety, Holtzman is a lawyer and mother of two children. She also teaches infant safety and CPR classes at Memorial Regional Hospital.

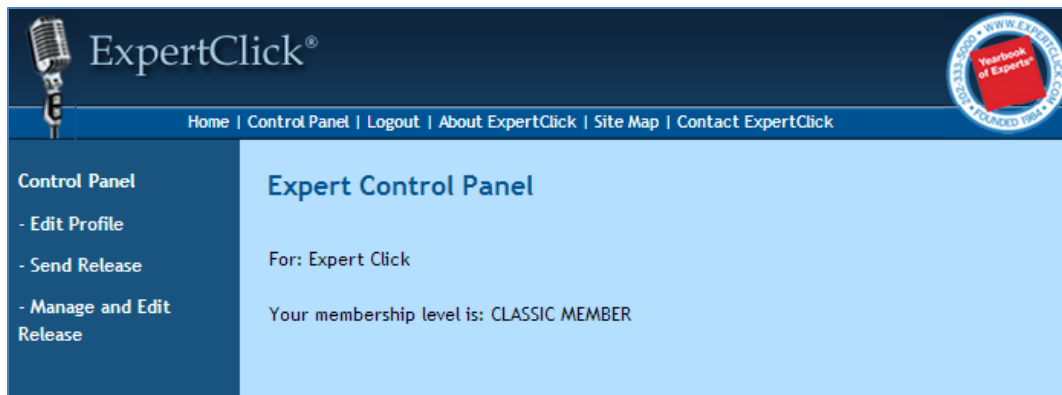


Debra Smiley Holtzman, J.D., M.A.
Child Safety Expert -- Health, Safety and Lifestyle Consultant
Hollywood, Florida
954-963-7702 ■ TheSafetyExpert@gmail.com

Using Your Tools at ExpertClick® and News Release Wire

Control Panel

Logging in with your User ID and Password will bring you to the main control panel.

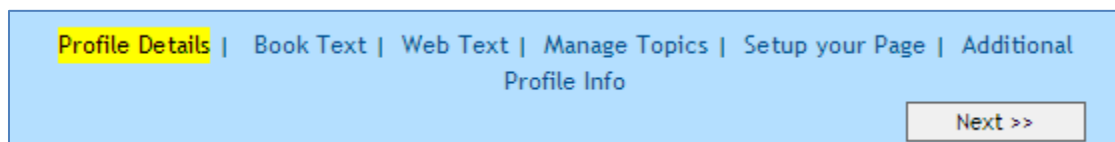


- **Go to Edit Profile to edit your Press Room Page – see below.**
- **Go to Send Release to send releases – see page 15.**
- **Click on Manage and Edit Releases to edit new releases, and to view current and expired releases. Here you can also pick up your links so users can go right to your Press Room Page or your list of news releases – see page 21.**

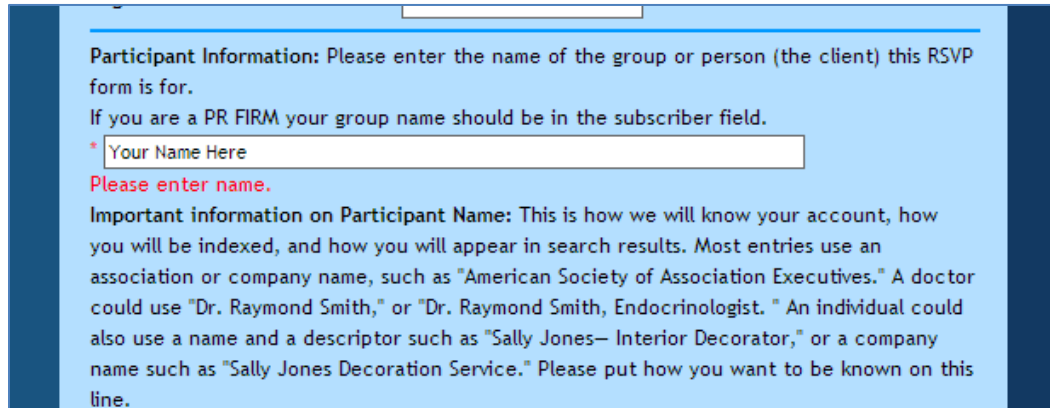
Create and Edit Your Press Room Page

1. From the Control Panel, go to **Edit Profile**. Use the links at the top to navigate and update your information.

On the screens that follow click on “Update your Page with this Information” before clicking “Next” and continuing – this will ensure your updates are saved. You can also see a proof at any time.




2. **Member Update – Profile Details.** Make sure your contact information is accurate and up-to-date. The “Participant Information” section contains the information that will be published publicly on your Press Room Page and your Yearbook profile. This is the headline of your Press Room Page and will be used in your news releases. This is also how you will appear in search results.



Participant Information: Please enter the name of the group or person (the client) this RSVP form is for.
If you are a PR FIRM your group name should be in the subscriber field.
* Your Name Here
Please enter name.
Important information on Participant Name: This is how we will know your account, how you will be indexed, and how you will appear in search results. Most entries use an association or company name, such as "American Society of Association Executives." A doctor could use "Dr. Raymond Smith," or "Dr. Raymond Smith, Endocrinologist." An individual could also use a name and a descriptor such as "Sally Jones– Interior Decorator," or a company name such as "Sally Jones Decoration Service." Please put how you want to be known on this line.

3. **Book Text.** Your profile for the printed directories. This is your "elevator speech" and should be brief and keyword-rich.



ExpertClick®
Home | Control Panel | Logout | About ExpertClick | Site Map | Contact ExpertClick

Control Panel
- Edit Profile
- Send Release
- Manage and Edit Release

Profile Details | **Book Text** | Web Text | Manage Topics | Setup your Page | Additional Profile Info

<< Back Next >>

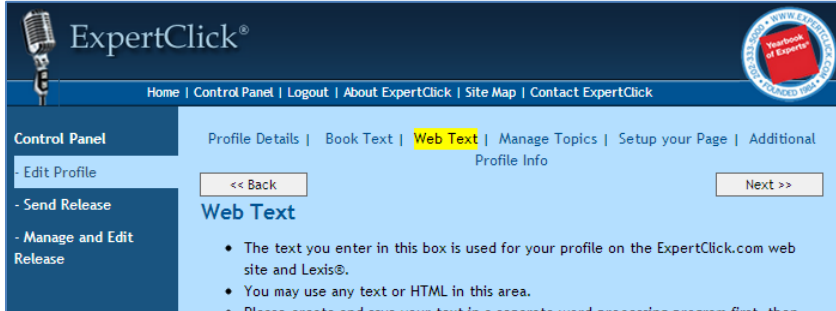
Book Text

Enter in the plain [no-html] text: you will like us to use in the printed Yearbook of Experts -- This is "your elevator speech" and should be brief and keyword rich.
This text is used for:
1. Display on the front page of ExpertClick when you send news releases.
2. The meta-text tag for your Press Room Page, which helps search engines find you.
3. Your profile for the printed Yearbook of Experts.

Your text here...

Success Tip: The Book Text is not just for the printed Yearbook. What you enter here is also used for display on the front page of ExpertClick® when you send news releases. The “Book Text” is used as well as for the meta-text tag for your Press Room Page, which helps search engines find you.

4. **Web Text.** The main text of your Press Room Page. Keep it descriptive, clear, and interesting. Why should journalists or speakers bureaus contact you? What is your expertise? What do you have to share? If you are comfortable with HTML coding, you may use it here.

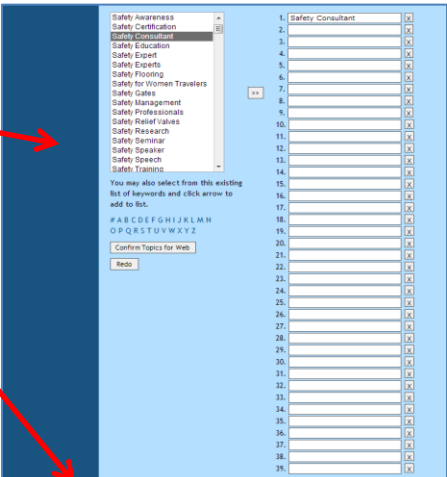
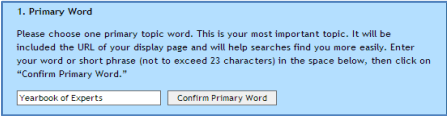


5. **Topics.** One of the most important parts of your membership. **This is how ExpertClick® users and search engines will find you and your news releases.** Topic words are also vital for the index of the printed Yearbook of Experts®. Topics may be entered by making up your own, or selecting from our existing topic list. You can use a mix of both.

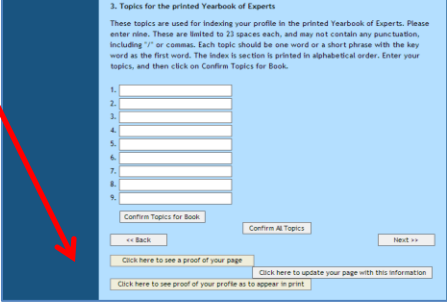
Make sure you enter topics in all three sections:

- your primary topic,
- your web topics,
- and your book topics.

It's best to use single words and short, simple phrases that describe what you do and where your expertise lies. **Click on Confirm All Topics before continuing to the next page.**



Success Tip: Stuck for topic ideas? Explore the ExpertClick® site to see what others are using. You can also try <http://www.Google.com/keywords>. Google offers an easy-to-use system to analyze sites for keywords. Enter the URL of your site (or similar sites) to get ideas.



6. **Set up your page.** Here you control the layout for your page and upload images. You have three great options for your Press Room Page:

Success Tip: Images are important – more descriptive image names help search engines find you and your image. Samples of successful image names: Public_Transportation_News.jpg, Amy_Smith_Adoption_Consultant.gif

Horizontal

Horizontal Member Profile Example:

Participant Information: StopAfib.org American Foundation for Women's Health, Dallas, TX United States. Includes social media links and a 'New Releases' button.

Contact Information: Melanie True Hills, Greenwood, TX, United States. Contact Phone: 940-466-1998. Contact Email: Contact Melanie True Hills.

Other experts on these topics: 1. Stress, 2. Women's Health, 3. Baby Boomers, 4. Heart.

Horizontal with link to external site

Horizontal with link to external site Member Profile Example:

Participant Information: iPhone App Marketing, App Review, iPhone App Publicity, Plymouth, MI United States. Includes social media links and a 'New Releases' button.

Contact Information: Scott Lorens, Plymouth, MI, United States. Contact Phone: 734-667-2090. Contact Email: Contact Scott Lorens.

Featured Article: Promoters & Marketers iPhone & Droid Apps. Includes an image of iPhones and a 'View Full Page' link.

Other experts on these topics: 1. App marketing, 2. Android App marketing, 3. Android App reviews, 4. Android App marketing, 5. Android App iOS, 6. Android App promotion.

Vertical

Vertical Member Profile Example:

Participant Information: Randall Craig, Social Media and Web Strategy Expert, Toronto, Ontario Canada. Includes social media links and a 'New Releases' button.

Contact Information: Randall Craig, CFA, MBA, CMC, Toronto, ON, Canada. Contact Phone: 416-256-7773. Contact Email: Contact Randall Craig, CFA, MBA, CMC.

Latest News Releases:

- How Many Social Media Sites Will Survive?
- The Integration of Social
- LinkedIn Endorsements: Reputation Transparency
- Social Media Check Box
- Facebook - Billions Served

Other experts on these topics: 1. Management, 2. Consulting, 3. Internet, 4. Social Media, 5. Career, 6. Networking, 7. Executive Coaching, 8. Management Consulting, 9. Blogging, 10. Entrepreneur, 11. Marketing Strategies.

Sending News Releases at NewsReleaseWire.com

Login with your User ID and your password. From the Control Panel, go to **Send Release**.

Use the Links at the top to navigate. **You have three formats:**

- Text (Recommended)
- Link (Shows a web site of your choice in a frame)
- PDF (Does not show up as well in search results – search engines may have difficulty reading PDF text – but it may be useful if you have a brochure or important document to share.)

Choose your format and click Next to complete Basic Info.

ExpertClick®

Home | Control Panel | Logout | About ExpertClick | Site Map | Contact ExpertClick

Control Panel

- Edit Profile
- Send Release
- Manage and Edit Release

Resources

- Member Handbook
- Interview Report

Release Format | Basic Info | Additional Info | Release Copy | Preview and Finish

CHOOSE RELEASE FORMAT

ExpertClick's News Release Wire Works Best with Google Chrome.

****REQUIRED****

Check this box to agree that:

- 1) Your news release will be 100% new content never before posted on the Internet.
- 2) If a photo or image is used in your news release, it is an original image that you own being used for the first time. (Do not use clip art or purloined images.)

Choose which format by which you will enter your release:

- HTML or Plain Text**
(Plain text is recommended: Journalists prefer plain text.)
- External Link**
(Use this option if you wish to have the release open to a specific Web page. You will need to enter a headline and URL address.)
- PDF**
(PDF files may be used as a release, but it is NOT recommended -- due to poor search-engine results. To use this option, you will need to enter a headline and upload the PDF from your computer.)

- **Users with slow connections may have difficulty viewing large PDFs.**
- **From experience, we know that PDF news releases attract fewer clicks and less syndication pick-up from our system - due to their non-text nature.**

[Click here for Fair Use: Use for others, frequency & "Anti-Touting" guidelines.](#)

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Success Tip: Make sure each release you send has unique, fresh content – search engines may not index duplicate releases. Please also make sure your content and images conform to the ExpertClick® Terms and Conditions.

Basic Release Information

Whatever the format, your release needs the basics: Who, What, When, Where, Why.

Release Format | Basic Info | Additional Info | Release Copy | Preview and Finish

Basic Release Information

Previous Next

****REQUIRED****

Some of the fields are automatically filled with your information. You may make changes in these fields. If no change is necessary, enter headline and proceed to the next step.

Thank you for choosing to send your release as text.

Headline:
Please enter a headline that contains at least 20 characters.

Headline length should be limited to 65 total characters including spaces for best search engine optimization, and to prevent truncation in presentation or syndication.

* Please enter Headline in Upper and Lower case -- DO NOT USE ALL CAPS.
Please do not use the Double Quote Marks (") in your Headline, as they prevent publication. - Use of single quotes (') is permitted.

We present news releases two ways:

1. By release date.
2. By most recently received.

All releases are always visible in the "most recently received" list, as soon as you submit them. Once you enter and approve the release, the system will publish it.

We also present releases by release date. Therefore, when you choose a later release date, your release will be presented closer to the top of the NewsReleaseWire.com page on the release date you choose, but remember your release may have already appeared in the "Most Recently Received" list.

Date:
Time:

Please include a dateline. The city and state where your news originates. Releases without datelines often generate poor syndication and are not included in the local search. Our system automatically loads your Participant City and State, but you can change it if needed.

No:
Yes:

City: State:

Country: Zip:
Exchange/Symbol: none/none

Kill Date:
When do you want this release to expire?
Date to Kill:
Time to Kill:

Contact Information

This is the contact information from your profile. We've auto loaded it for your convenience. You can change it anytime.

Name:
Title:
Organization:
City:
State:
Country:
Phone:
Fax:
Email:
*Your email address will not be displayed to the public.

Previous Next

Make sure to enter a **headline for your release.**

Enter a release date, and a "kill" (expire) date. We present releases by release date – when you choose a later release date, your release will be presented closer to the top of the NewsReleaseWire.com page on the release date you choose, but remember your release may have already appeared in the "Most Recently Received" list.

Your contact information and name is pre-filled based on your Press Room Page information.

Text News Release: Additional Information, Images, and Links

Have an image to include, another link, or a video? Enter it all here.

Link to a video or additional web site URLs.

These checkboxes ensure your releases are featured on other ExpertClick sites.

Success Tip: Images. As with Press Room Pages, make sure your image names are descriptive and do not use any special characters besides the underscore (“_”). Add a caption to make your image and your release even easier to find.

Please note that all images must be legally yours to use. Please do not use clip art.

ExpertClick®

Home | Control Panel | Logout | About ExpertClick | Site Map | Contact ExpertClick

Control Panel

- Edit Profile
- Send Release
- Manage and Edit Release

Release Format | Basic Info | Additional Info | Release Copy | Preview and Finish

Additional Links, Graphic, Photo, Audio or Video

Previous Next

****Optional Step****

Use this step to load additional Website links, video link or show a photo with your release. The system will automatically create a hot link to the Websites which is linked to your Expert Profile Page. If no additional links are needed, skip this page and proceed to the next step.

Is there a video link you want to link to?

http://:

Check here to include additional URL(hotlink):

URL: http://

What do you want the link to read?

Check here to include another URL(hotlink):

URL: http://

What do you want the link to read?

Check boxes below to include your new releases to other ExpertClick sites:

- For audio or video releases to be included at www.RadioTour.com
- For books to be included at www.ReviewBook.com
- To promote as copyright free and be included at www.FeaturesUSA.com

Do you want to load a graphic or photo with your release? Images should be 399 pixels or smaller.

Important: About Your Images

Do not use spaces or non-standard characters in image names. Please limit the text you use to A-Z, 1-9, and dash (-) and underscore (_). Use of non-standard characters may mean your images are not indexed or can be opened by some browsers. Please re-title images with search optimized image names such as:

- Germany_River_Cruise.jpg
- Public_Transportation_News.gif
- Amy_Smith_Adoption_Consultant.gif

More descriptive image names help Google and Google News find you and your image. They also help users who may not be able to immediately view an image.

No file chosen Gif or Jpg

Do not type the .gif or .jpg name in the box, you must browse and upload it with the browse button.

Caption for photo or graphic if loaded:

Previous Next

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Text News Releases: Release Copy

Your copy

Enter your release copy in Box 1. Use the text book and text editing tools to enter your release copy. Keep your content unique.

Comfortable with HTML coding? Enter HTML into Box 2. Make sure to click this button to save your HTML to Box 1.

SuccessTip: Boilerplate

New feature! You can repeat the same closing text to the bottom of every release you send; add your personal signature or a closing quote. Enter your "boilerplate" text in Box 3. You can change this any time.

Again, if you are comfortable with HTML, enter your code for your boilerplate text in Box 4. Make sure to press this button to save your edits.

ExpertClick®

Home | Control Panel | Logout | About ExpertClick | Site Map | Contact ExpertClick

Control Panel
- Edit Profile
Send Release
- Manage and Edit Release

Release Format | Basic Info | Additional Info | Release Copy | Preview and Finish

Release Copy

Previous Next

ExpertClick's News Release Wire Works Best with Google Chrome.

Box 1
Use this box to enter the text of your release - this is how your release text will appear on the web. Please edit and spell check. Often converting plain text can improve how your release looks.

Note: Our text to HTML converter adds returns at the end of each line.

Source | Font | Size | [Rich Text Editor Icons]

Box 2
Use this box to enter HTML code for your release text if you prefer. Use this area to cut and paste HTML code. Click the button below to see the final appearance of your text displayed in Box 1.

<code>[Rich Text Editor Icons]

If you entered HTML for your release text, you must click here to see it as live HTML in Box 1

Boilerplate

Box 3
Use this box to enter your boilerplate text. This text will appear at the bottom of this release and will be saved for your future releases. This allows you to add a regular bottom slug in text or HTML to all your news releases.

Use this feature to show:

- basic company information - text or even YouTube video embed.
- legally required disclaimers
- HTML code with features such as Opt-in forms for your e-mail system or your "Click-to-contact" forms.

Source | Font | Size | [Rich Text Editor Icons]

Au revoir for **now!** Have a great day!!

Box 4
Use this box to enter HTML code for your boilerplate if you prefer. Use this area to cut and paste HTML code. Click the button below to see the final appearance of your text displayed in Box 3.

Au revoir for `now! ` Have a great day!!

If you entered HTML for your boilerplate, you must click here to see it as live HTML in Box 3

Update Boilerplate text Update release text and boilerplate text

Previous Next

Link Release

Use this option for something hosted on your own web site: a blog post, a release, or any new content.

Enter the URL you want to promote on the Additional Info screen shown here.

The screenshot shows the 'Additional Info' step in the ExpertClick release process. The page has a blue header with the ExpertClick logo and navigation links: Home | Control Panel | Logout | About ExpertClick | Site Map | Contact ExpertClick. On the left, a 'Control Panel' sidebar lists 'Edit Profile', 'Send Release', 'Manage and Edit Release', and 'Release'. The main content area is titled 'Release Format | Basic Info | Additional Info | Preview and Finish'. A 'Choose External Release Link' section contains 'Previous' and 'Next' buttons. Below this, the 'External type' section has a red '**Required**' label and two radio buttons: 'URL in iframe below' (selected) and 'URL in new window'. A 'URL:' text box is present, with a hint below it: 'Hint: http://www.yourreleaselink.com'. A note reads: 'Enter complete link for your release. Then, proceed to next step.' At the bottom are 'Previous' and 'Next' buttons.

The screenshot shows a news release titled 'Does Your Book Need an iPhone App?' on the ExpertClick website. The article is by Scott Lorenz, President of Westwind Communications, dated April 03, 2012. The article text discusses the benefits of creating iPhone apps for books, mentioning that the number of iPhone apps linked to books is growing rapidly. It provides examples of apps like 'The Harry Potter: Spells application' and 'The Fantastic Flying Books of Mr. Morris Lessmore'. The article concludes with contact information for Scott Lorenz and Westwind Communications. The website layout includes a top navigation bar, a sidebar with categories like 'Book Marketing Home', 'Book Marketing Articles', and 'Media Placement', and a bottom section with 'Other experts on these topics' listing 'App marketing', 'Andriod App marketing', and 'Andriod App reviews'.

An example of a linked news release at News Release Wire. Your URL will be displayed in a frame. A link to your Press Room Page is also shown.

PDF Release

Upload your own PDF to use as a release. Upload on the Additional Info screen.

The screenshot shows the 'Additional Info' step of the ExpertClick release process. The left sidebar contains 'Control Panel' with options: '- Edit Profile', '- Send Release', and '- Manage and Edit Release'. The main content area has a breadcrumb trail: 'Release Format | Basic Info | Additional Info | Preview and Finish'. A 'Select PDF' section includes a 'Choose File' button, a 'No file chosen' status, and a red '**Required**' label. Below this is a 'Click "browse" button to upload the desired PDF from your computer for your release.' instruction and 'Previous' and 'Next' navigation buttons.

Your PDF will appear as a framed release on News Release Wire.



Preview and Finish

The screenshot shows the 'Preview and Finish' step of the ExpertClick release process. The left sidebar contains 'Control Panel' with options: '- Edit Profile', '- Send Release', and '- Manage and Edit Release'. The main content area has a breadcrumb trail: 'Release Format | Basic Info | Additional Info | Release Copy | Preview and Finish'. A 'Preview and Finish' section includes 'Previous' and 'Publish Release' buttons. Below this is a 'Click on the button to preview your release. Preview' instruction and a note: '(This preview of your release is a separate window. Simply close after viewing.)'. Further instructions state: 'In order to finalize your release, please view it in a preview window. If the release meets with your satisfaction, check the box below and finalize your submission. Check this box if the press release is correct and ready for final submission: Your release will go live as soon as you click the approval button.' At the bottom are 'Previous' and 'Publish Release' buttons.

Once your release is complete, check off and publish your release. Your release is live! Note: You can edit your release for up to one hour after you publish it.

Manage and Edit Releases

From Manage and Edit Releases, you can see your active and expired news releases. “Kill” will expire a release and it will no longer be visible to the public. The Edit option is only available one hour after submission.

The screenshot shows the ExpertClick website interface. At the top, there is a navigation bar with links for Home, Control Panel, Logout, About ExpertClick, Site Map, and Contact ExpertClick. The main content area is divided into two sections: 'Your Active Releases' and 'Expired News Releases'.

Your Active Releases

Edit: You may edit or correct a text news release for one hour after being sent. Please note that the release may have already been picked up or syndicated and we are not able to change what has been sent out.
 Kill: You may make a news release no longer associated with your profile with the Kill Button at any time. Then you can send another release that day. Releases killed are archived as they will have been distributed and are referred to by Lexis and Google News. Once a release has been sent, you cannot get it back -- it is released. You can edit a text release for up to one hour.

	Headline	Release Date	Kill Date	Times Release Viewed	
	Test of Editing Releases	04/12/2014	04/12/2033	0	Kill
	Second boilerplate test	04/03/2023	04/03/2033	0	Kill
	This is a Boilerplate test	04/03/2019	04/03/2033	0	Kill
	EPA may delay climate rules f...	03/15/2031	03/15/2033	0	Kill
	Testing for External link	03/13/2031	03/13/2033	0	Kill
	This is a big Test of Ampersa...	03/12/2023	03/12/2033	0	Kill
	Test Release for Image Problem	01/02/2020	01/02/2033	0	Kill

Expired News Releases

These are your expired news releases. To view, please click on the headline. Remember, you can copy and paste old release text into a new release, as an outline, but please do update the headline and first paragraph with new content and ideas, so as not to create duplicate content.
 -- Click link at left to view -- You can open these releases, and use this old text with CUT AND PASTE, as the back-bone of new releases.

	Headline	Release Date	Kill Date	Times Release Viewed
	Test of image issue	12/06/2022	04/12/2013	0
	Test Release for Image Problem 2	01/02/2021	03/12/2013	2
	Test Release for Ampersand & ...	09/13/2020	12/05/2012	2
	This is a Test Release 1	06/13/2013	06/13/2012	10

By looking at the “Times Release Viewed” column you can see which news release headlines did better than others. We’ve seen some participants find certain news releases ideas that produce consistent results and use them again and again over the years with ExpertClick®.

You can view your old releases and copy and paste material from them to create new releases. But again, make your content unique for every release to ensure you and your releases get picked up by search engines and Google News.

Link Pick-up Area

Scroll to the bottom of Manage and Edit Releases to see your personal link pick-up area. Use these tools to add to your own web sites to help you publicize your presence at ExpertClick

Link Pick Up Area

Your Personal Yearbook Profile Page:
<http://www.expertclick.com/19-3210>

Your Personal NewsReleaseWire Page:
<http://www.expertclick.com/NewsReleaseWire/ViewMyNews.aspx?NRWID=7359>


Your Personal Yearbook Link:

```
<a target="_blank" href="http://www.expertclick.com/19-3210">  
<div style="text-align: center; font-family: verdana, arial, sans-serif; font-size: 12px">  
<br />  
<h4>Michael D. Shaw -- Air Quality Expert<br />  
is listed at<br />  
ExpertClick.com  
</h4>  
</div>  
</a>
```


Your Personal NewsReleaseWire Page:

```
<a target="_blank"  
href="http://www.expertclick.com/NewsReleaseWire/ViewMyNews.aspx?NRWID=7359">  
<div style="text-align: center; font-family: verdana, arial, sans-serif; font-size: 12px">  
<br />  
<h4>View News Releases<br />  
from Michael D. Shaw -- Air Quality Expert at<br />  
NewsReleaseWire.com  
</h4>  
</div>  
</a>
```

Basic links



Michael D. Shaw -- Air Quality Expert is listed at ExpertClick.com



View News Releases from Michael D. Shaw -- Air Quality Expert at NewsReleaseWire.com

HTML code that you can copy and paste to use on your own web site, blog, or emails to link directly to your Press Room Page and news releases.

Secrets to News Release Success

Get the most out of your News Release Wire and ExpertClick® membership with our tips below:

Part 1: Editorial

- Write your release in a crisp, clear style.
- Your writing should begin with the fundamental basics of good journalism: who, what, when, where, why or how.
- Try to lead the first paragraph with a strong quote from one of the persons involved with the story.
- Write short sentences. Figure that your release should be five or six brief paragraphs.
- Take note of any recent news or news story that involves your expertise and enterprise. By using a news peg – as editors call it – you connect your release to the mix of stories concerning that recent news or event.
- While you write, refer to the Associated Press Stylebook and to “The Elements of Style.”
- Always use a dateline – the city and state of the release – and have at the bottom of the release the same city and state. An address is not needed.
- Identify each person with full name and title. Lower case titles – unless clearly a proper noun. Note that upon second reference, in news stories, it is often “the president” or “the pope”; not capital Ps. And upon reference, simply write the last name of the person without an honorific (Mr., Mrs., Miss).
- Remember that the release should not be about you first; it should be “news-you-can-use” of practical and immediate value and information to the editor or producer – for the reader or the viewer. It should be something where the

average reader can learn a new fact. Explain what you do simply; assume that the reader does not know your industry very well. Review your previous news releases and others’ releases in the system.

Part 2: Technical—Send your release via NewsReleaseWire.com

- Limit your headline to between 50 and 62 characters, including spaces. This allows your keywords to be part of the search display.
- Always enter at least 300 words of text in the news release.
- When entering the copy onto the release form, make sure you have converted your text to plain text to ensure you do not enter corrupted code. If you are comfortable with HTML coding, use the HTML option.
- Always include a graphic (square is best). You can also link to a video. In fact, you can also link to your book title. (However, this graphic step in the process is not required.)
- Be sure to include the appropriate links to the story; your contact info is autopopulated by the News Release Wire system.
- If you wish, enter your news release text at Google Keyword Tool to find out what Google thinks about your text: <https://adwords.google.com/select/KeywordToolExternal>
- Link to subpages within your website.
- Provide an opt-in box for readers to receive a regular e-mail from you.

Connect with ExpertClick® on Social Media:

Subscribe at our YouTube Channel

www.YouTube.com/ExpertClick to receive notices when new videos are published.

- Join the ExpertClick® LinkedIN group for more info.
- Connect with us at www.FaceBook.com/ExpertClick
- Follow us at www.Twitter.com/ExpertClick
- Follow us at www.CustomerHandbook.com for feature updates.

2016 is our 32nd Anniversary

Founded in 1984 as the ***Talk Show Guest Directory***

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"dating service of PR"

PRWEEK

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CNN.com

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arranged, easy to use."*

abcNEWS

*"It will make your group the central point
for quotes and interviews."*

**Association
TRENDS**
