



## Press Release Kit

A press release is a written announcement about an interesting aspect of a person, business, service or organization. The release is sent to newspapers, magazines, or radio and television stations for the purpose of informing the media and, in turn, is used by the media to inform the public.

News comes from a variety of sources (original investigation, wire services, telephone tips and press releases). Depending on the publication and branch of media, 50 to 75 percent of the news comes from press releases.

Each *AMSPIRIT BUSINESS CONNECTIONS* Chapter has newsworthy events: its original formation and subsequent anniversaries, the election of officers, the addition of members, as well as achieving milestones for generating referral or growing membership. Thus, the primary purpose for the Press Release Kit is to provide each Chapter with the appropriate guidance and tools to effectively promote itself to capture its share of news coverage.

Included in this the Press Release Kit are pre-drafted press releases for the various newsworthy events each *AMSPIRIT BUSINESS CONNECTIONS* Chapter will experience. These include:

- q **New Chapter Press Release** - This Press Release is used to announce the formation of a new Chapter of ABC. Generally, this should be done during the first 6 months of the Chapter starting. The Release creates general interest in ABC and alerts professionals in the area about the ABC opportunity.
- q **Chapter Officer Press Release** - This Press Release is used to announce the member(s) who will serve as Chapter Officer(s). The Release creates general interest in ABC and the Chapter as well as pro-vides Chapter Officers with additional recognition for their efforts. A separate release should be done for each Officer.
- q **New Member Press Release** - This Press Release is used to announce new member(s) who join the Chapter. The Release creates general interest in ABC and the Chapter, as well as provides the new Member with additional recognition for their association with ABC.
- q **Referral Milestone Press Release** - This Press Release is used to announce the productivity of the Chapter during a particular month. The Release creates general interest in ABC and the Chapter, as well as provides evidence that the Chapter's membership is productive.
- q **Membership Milestone Press Release** - This Press Release is used to announce the size of the Chapter. The Release creates general interest in ABC and provides evidence that the Chapter is strong.
- q **Chapter Anniversary Press Release** - This Press Release is used to announce the celebration of the Chapter's anniversary. The Release creates general interest in ABC and the Chapter, as well as provides evidence that the Chapter has long term potential. (many "leads groups" last less than 6 months).

Each press release is designed to be reproduced on a word processor and then modified with the Chapter's specific information related to the newsworthy event. The completed press release then should be sent (along with a cover letter using your business' letterhead) to appropriate individual at the newspaper, magazine, radio or television. To obtain a listing of newspapers, magazines and their respective editors (as well as television and radio stations and their personnel) located in your area consult either the *Finder Binder* or *Gale Directory of Publications and Broadcast Media* at your public library.

In closing, press releases are a great source of free publicity -- not only for *AmSpirit Business Connections* and your Chapter, but each members business as well. Therefore, have your Chapter make a consistent use of the Press Release Kit.

## *New Chapter Press Release*

**For Immediate Release**  
[current date]

**For Additional Information**  
Contact Frank Agin, Nat'l Director  
*AmSpirit Business Connections*  
(888) 267-7474

### [city or locale of chapter] STARTS A CHAPTER OF *AMSPIRIT BUSINESS CONNECTIONS*

[city name, state abbreviation] -- *AmSpirit Business Connections* is opening a chapter in [city or locale of chapter] adding to the [indicate number of chapters in the region] other chapters around central Ohio including [list the general locations of some other chapters in the region]. *AmSpirit Business Connections* organizes professionals, business owners and sales professionals for the primary purpose of helping each other succeed by networking through an exchange of qualified business referrals.

The [chapter name] Chapter is currently meeting every [indicate day and time of the chapter meeting] at [indicate location of meeting] and is interested in identifying other professionals, business owners and sales professionals to become involved with the chapter. Prospective members are invited to attend one complimentary meeting before joining and are encouraged to bring 30 business cards and to give a brief description of their business.

Frank Agin, National Director of *AmSpirit Business Connections* is heading the expansion efforts of this programs. "Entrepreneurs, professionals and sales representatives around the country have literally built their business through involvement with *AmSpirit Business Connections*. This new [chapter name] Chapter will provide the same opportunity for local business," said Agin.

*AmSpirit Business Connections* facilitates the philosophy of "main street" business. People refer business to individuals they know, like and trust. "We simply create an environment where individuals in separate professional categories get to know and trust one another," Agin said.

For additional information on, or how to participate in the [chapter name] Chapter, contact [chapter officer] at [appropriate telephone number]. For general information on *AmSpirit Business Connections* or any of its chapters around the country, contact Frank Agin at *AmSpirit Business Connections*' National Headquarters at (888) 267-7474, or visit the *AmSpirit Business Connections* website at [www.amsprit.com](http://www.amsprit.com).

## *Chapter Officer Press Release*

**For Immediate Release**  
**[current date]**

**For Additional Information**  
**Contact Frank Agin, Nat'l Director**  
***AmSpirit Business Connections***  
**(888) 267-7474**

**[Officer's name] WILL SERVE AS [Chapter name] CHAPTER [Officer title]**

**[City name, State abbreviation] -- [Officer's name], [details regarding the individual's occupation and/or employer],** will serve as the **[Officer title]** for the **[Chapter name]** Chapter of *AmSpirit Business Connections*

*AmSpirit Business Connections* organizes professionals, business owners and sales professionals for the primary purpose of helping each other succeed by networking through an exchange of qualified business referrals. **[Officer's name]**'s role will be to **[indicate general duties of this office]** for the Chapter.

The **[Chapter name]** Chapter is currently meeting every **[indicate day and time of the chapter meeting]** at **[indicate location of meeting]**. Prospective members are invited to attend one complimentary meeting before joining and are encouraged to bring 30 business cards and to give a brief description of their business.

For additional information on, or how to participate in the **[Chapter name]** Chapter, contact **[Chapter officer]** at **[appropriate telephone number]**. For general information on *AmSpirit Business Connections* or any of its chapters around the country, contact Frank Agin at *AmSpirit Business Connections*' National Headquarters at (888) 267-7474, or visit the *AmSpirit Business Connections* website at [www.amsprit.com](http://www.amsprit.com).

*New Member Press Release*

**For Immediate Release**  
**[current date]**

**For Additional Information**  
**Contact Frank Agin, Nat'l Director**  
***AmSpirit Business Connections***  
**(888) 267-7474**

**[New Member's name] JOINS**  
**[Chapter name] CHAPTER OF *AMSPIRIT BUSINESS CONNECTIONS***

**[City name, State abbreviation] -- [New Member's name], [details regarding the individual's occupation and employer],** recently joined the **[Chapter name]** of *AmSpirit Business Connections*.

*AmSpirit Business Connections* organizes professionals, business owners and sales professionals for the primary purpose of helping each other succeed by networking through an exchange of qualified business referrals. **[new member's name]** will occupy the **[indicate new member's category]** for the Chapter.

Although **[new member's name]** is a great addition to the **[chapter name]** Chapter, this chapter is still interested in identifying a **[indicate two or three categories the chapter wishes to fill]** to which the members can refer business. Prospective members are invited to attend one complimentary meeting before joining and are encouraged to bring 30 business cards and to give a brief description of their business.

The **[chapter name]** Chapter is currently meeting every **[indicate day and time of the chapter meeting]** at **[indicate location of meeting]**.

For additional information on, or how to participate in the **[chapter name]** Chapter, contact **[Chapter officer]** at **[appropriate telephone number]**. For general information on *AmSpirit Business Connections* or any of its chapters around the country, contact Frank Agin at *AmSpirit Business Connections'* National Headquarters at (888) 267-7474, or visit the *AmSpirit Business Connections* website at [www.amspirit.com](http://www.amspirit.com).

## *Referral Milestone Press Release*

**For Immediate Release**  
**[current date]**

**For Additional Information**  
**Contact Frank Agin, Nat'l Director**  
***AmSpirit Business Connections***  
**(888) 267-7474**

**[chapter name] CHAPTER OF *AMSPIRIT BUSINESS CONNECTIONS***  
**GENERATES OVER [indicate approximate number of referrals]**

**[city name, state abbreviation]** -- During the month of **[indicate month]** the **[chapter name]** Chapter of *AmSpirit Business Connections* generated over **[indicate approximate number of referrals]** amongst its membership, resulting in approximately **[dollar figure equal to estimated qualified referrals times \$250]** of new and additional business for its members.

Although this **[number of chapter members]** person chapter has had a productive **[indicate month]**, it is interested in identifying a **[indicate two or three categories the chapter wishes to fill]** to which the members can refer business so future months can be more productive. Prospective members are invited to attend one complimentary meeting before joining and are encouraged to bring 30 business cards and to give a brief description of their business.

The **[chapter name]** Chapter is currently meeting every **[indicate day and time of the chapter meeting]** at **[indicate location of meeting]**.

*AmSpirit Business Connections* organizes professionals, business owners and sales professionals for the primary purpose of helping each other succeed by networking through an exchange of qualified business referrals. For additional information on, or how to participate in the **[chapter name]** Chapter, contact **[Chapter officer]** at **[appropriate telephone number]**. For general information on *AmSpirit Business Connections* or any of its chapters around the country, contact Frank Agin at *AmSpirit Business Connections'* National Headquarters at (888) 267-7474, or visit the *AmSpirit Business Connections* website at [www.amsprit.com](http://www.amsprit.com).

*Member Milestone Press Release*

**For Immediate Release**  
**[current date]**

**For Additional Information**  
**Contact Frank Agin, Nat'l Director**  
***AmSpirit Business Connections***  
**(888) 267-7474**

**[chapter name] CHAPTER OF *AMSPIRIT BUSINESS CONNECTIONS***  
**ADDS ITS [indicate number of members] MEMBER**

**[city name, state abbreviation]** -- Last month the **[chapter name]** Chapter of *AmSpirit Business* added its **[indicate number of members]** member.

Although **[number of chapter members]** members makes the **[chapter name]** Chapter one of the **[indicate 'largest' or 'most productive']** Chapters in the *AmSpirit Business Connections* system, the Chapter is still interested in identifying a **[indicate two or three categories the chapter wishes to fill]** to which the members can refer business. Prospective members are invited to attend one complimentary meeting before joining and are encouraged to bring 30 business cards and to give a brief description of their business.

The **[chapter name]** Chapter is currently meeting every **[indicate day and time of the chapter meeting]** at **[indicate location of meeting]**.

*AmSpirit Business Connections* organizes professionals, business owners and sales professionals for the primary purpose of helping each other succeed by networking through an exchange of qualified business referrals. For additional information on, or how to participate in the **[chapter name]** Chapter, contact **[Chapter officer]** at **[appropriate telephone number]**. For general information on *AmSpirit Business Connections* or any of its chapters around the country, contact Frank Agin at *AmSpirit Business Connections'* National Headquarters at (888) 267-7474, or visit the *AmSpirit Business Connections* website at [www.amsprit.com](http://www.amsprit.com).

## *Chapter Anniversary Press Release*

**For Immediate Release**  
**[current date]**

**For Additional Information**  
**Contact Frank Agin, Nat'l Director**  
***AmSpirit Business Connections***  
**(888) 267-7474**

**[chapter name] CHAPTER OF *AMSPIRIT BUSINESS CONNECTIONS***  
**CELEBRATES [number of years] YEARS**

**[city name, state abbreviation]** -- This month the **[chapter name]** Chapter of *AmSpirit Business Connections* will celebrate its **[number]** anniversary. During this time, the Chapter has generated approximately **[estimated qualified referrals]** for its membership resulting in over an estimated **[dollar figure equal to estimated qualified referrals times \$250]** of new and additional business for its members.

Although this **[number of chapter members]** person chapter has had a productive **[number of years]**, it is interested in identifying a **[indicate two or three categories the chapter wishes to fill]** to which the members can refer business. Prospective members are invited to attend one complimentary meeting before joining and are encouraged to bring 30 business cards and to give a brief description of their business.

The **[chapter name]** Chapter is currently meeting every **[indicate day and time of the chapter meeting]** at **[indicate location of meeting]**.

*AmSpirit Business Connections* organizes professionals, business owners and sales professionals for the primary purpose of helping each other succeed by networking through an exchange of qualified business referrals. For additional information on, or how to participate in the **[chapter name]** Chapter, contact **[Chapter officer]** at **[appropriate telephone number]**. For general information on *AmSpirit Business Connections* or any of its chapters around the country, contact Frank Agin at *AmSpirit Business Connections*' National Headquarters at (888) 267-7474, or visit the *AmSpirit Business Connections* website at [www.amsprit.com](http://www.amsprit.com).