

National Association of Women Business Owners Cleveland Chapter  
Southern Tri-County Satellite Meetings  
5910 Harper Rd., Suite 102  
Cleveland Ohio 44139

For Immediate Release  
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**National Association of Women Business Owners presents:  
29 Things You Need to Know about News Releases**  
ReallyGoodFreelanceWriter.com's Barbara Payne to speak

Barbara Payne, managing principal of a ReallyGoodFreelanceWriter.com, will speak on "**29 Things You Ought to Know About News Releases**" at the National Association of Women Business Owner's (NAWBO) Southern Tri-County Satellite Meeting luncheon on Thursday, April 1, 2004, at the Sheraton Four Points Hotel in Akron.

Ms. Payne has hand-picked from her 20-plus years of experience in marketing to create this dynamic presentation on the hows and whys of news releases (which used to be called press releases newspapers and magazines were the only way to publish information). The presentation follows the luncheon and includes Q&A time. Attendees will learn the following:

- The 4 reasons you should be using news releases regularly
- The 7 elements of a good news release
- The 9 types of topics that tend to get picked up
- The 5 groups of people you must send your release to
- The 4 OTHER things you should do with it

Ms. Payne, managing principal of a ReallyGoodFreelanceWriter.com, a marketing consulting firm that helps corporate executives and entrepreneurs find and use the true voice of their companies to deliver powerful communications that attract loyal clients. From websites to blogs to white papers—in industries ranging from manufacturing to high-tech to medical and legal. She teaches "Writing for the Web" and "Blog for Business" for Cleveland State University. Her new e-book "*Blog for Business: How to Attract Loyal, Profitable Clients—and Hold onto Them*" and her chapter in the book "*Secrets of Making the Business Breakthrough You've Always Wanted*" are both scheduled for publication by mid-2004.

The Akron Four Points Sheraton is located on Route 18 across from Summit Mall. The event begins at 11:30 a.m. and ends at 1:30 p.m. with time allotted for questions. The cost is \$13 for members and corporate partners and \$15 for non-members.

Reservations required by 4 p.m. Monday, March 29, 2004. Contact NAWBO at (440) 914-9262 or by email at [mailbox@nawbocleveland.org](mailto:mailbox@nawbocleveland.org). Seating is limited.

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The National Association of Women Business Owners (NAWBO) is the premier organization for women entrepreneurs. The organization promotes networking and business referrals, provides educational, technical and financial assistance, advocates for women's issues, and offers a system for sharing information and support.