



A Press Release is a powerful tool for business owners, entrepreneurs, speakers, authors, and salespeople, including those operating in hyper-local markets like Real Estate Agents. A Press Release boosts visibility, enhances credibility, and drives SEO benefits by increasing website traffic through national and international exposure. When picked up by high-engagement sites like AP News and Google Business, press releases can significantly improve your online presence and make you the go-to expert in your niche. Moreover, they provide valuable content to share on social media, further solidifying your authority. From the “hyper-local” salesperson to the International business, see how a Press Release can:

- Boost your SEO
- Increase your search rank
- Help YOUR customers find you
- Solidify credibility
- Become the go-to expert

Reasons for a Press Release by Profession

Real Estate Agents

1. Launch of a new real estate agency or office
2. Award or recognition received in the real estate industry
3. Announcement of new property listings
4. Hosting a real estate seminar or webinar
5. Participation in community events or charity work
6. Expansion into new markets or neighborhoods
7. Publishing a real estate market report or analysis
8. Launching a new real estate website or app
9. Partnership with local businesses or organizations
10. Special promotions or discounts on services

Speakers

1. Announcement of a speaking engagement at a major conference
2. Launch of a new public speaking workshop or course
3. Release of a new book or publication
4. Receiving an award for public speaking or contributions to the industry
5. Participation in a notable podcast or media appearance
6. Hosting a public speaking masterclass or webinar
7. Collaboration with other prominent speakers or influencers
8. Release of a new motivational video or series
9. Keynote address at a significant industry event
10. Offering pro bono speaking services for community events

Authors

1. Launch of a new book or ebook
2. Book signing events or tours
3. Winning a literary award or recognition
4. Release of a special edition or anniversary edition of a book
5. Collaboration with other authors on a new project
6. Participation in a literary festival or book fair
7. Publishing articles or essays in major publications

8. Launch of a new author website or blog
9. Hosting a writing workshop or seminar
10. Release of a book trailer or promotional video

Coaches (Holistic, Sports, Business)

1. Launch of a new coaching program or service
2. Hosting a coaching retreat or workshop
3. Publishing a book or guide related to coaching
4. Receiving a coaching certification or accreditation
5. Participation in a major coaching conference or event
6. Collaboration with other coaches or experts
7. Release of a new podcast or video series on coaching
8. Expansion of coaching services to new locations
9. Offering special promotions or discounts on coaching sessions
10. Launch of a new coaching website or app

General Business Owners

1. Company anniversary or milestone celebration
2. Launch of a new product or service
3. Opening of a new store or office location
4. Major partnership or collaboration announcement
5. Receiving a business award or recognition
6. Hosting a community event or fundraiser
7. Release of a corporate social responsibility report
8. Announcement of new hires or leadership changes
9. Launch of a rebranding or marketing campaign
10. Participation in a trade show or industry expo

Entrepreneurs

1. Start-up launch or funding announcement
2. Introduction of an innovative product or technology
3. Participation in an incubator or accelerator program
4. Publishing thought leadership articles or papers
5. Winning a start-up competition or award
6. Launch of a new business initiative or project
7. Release of a case study or success story
8. Hosting a networking event or meet-up
9. Collaboration with industry influencers or leaders
10. Announcement of a significant business pivot or change

Salespeople (Hyper-Local Focus)

1. Launch of a new sales campaign or promotion
2. Recognition as a top salesperson in the region
3. Announcement of record-breaking sales achievements
4. Hosting a customer appreciation event or sale
5. Launch of a local market analysis or report
6. Participation in community service or local events
7. Introduction of a new customer loyalty program
8. Launch of a new sales tool or technology
9. Special seasonal promotions or holiday sales
10. Collaboration with local businesses or organizations

Still wondering how a press release can benefit your business?

A press release can amplify your presence by reaching a broader audience and positioning you as a trusted expert in your community. It ensures your name appears in local searches and across multiple news platforms.

National and international exposure enhances your credibility, making local clients more likely to trust and choose your services. High traffic to your website from diverse sources boosts your local search rankings.

Press releases generate backlinks from reputable news sites, driving more traffic to your website and improving your search engine ranking. This increased visibility helps local clients find you before your competitors.

To issue a press release, connect with Belmont City Press. [Schedule a call or zoom](#), or [email us](#). Let's talk about how a press release will help you become the go-to person in your niche, establish credibility, boost your SEO, and give you some fabulous content for your social media!



OurPressCoverage.com

Tell us a story,

Red

Red Hilton

Publisher/CEO

Belmont City Press LLC

About us: [Belmont City Press LLC \(BCP\)](#) is a Boston based PR and marketing agency masquerading as a boutique book publisher. BCP works with entrepreneurs and salespeople to centralize their expertise so they may position themselves as the go-to expert in their niche. Anyone looking to establish credibility, brand their expertise, simplify their life, or gain more business can benefit from our [courses, coaching, workshops](#), publishing, and PR services. For more information visit [BelmontCityPress.com](#) or check us out at [BelmontCityPressUniversity.com](#), which is our online program where we literally help you write your book in 21 days. .

[Meet Your Publisher.](#)



Belmont City Press LLC 867 Boylston Street 5th Floor #1191 Boston, MA 02116

Several of our publications have hit #1 in the US and Canada. We've been featured in The Boston Globe and seen on [ABC, NBC, FOX, AP NEWS](#).



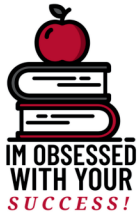
All of our services, workshops,
& coaching programs.



Belmont City Press University



Become a published Author in 21 days @ BelmontCityPressUniversity.com
The hardest part of writing a book, is writing the book. Let us help! We literally help you write your book. With our exclusive online program we ask pointed and open-ended questions for 21 days. You spend about 20 minutes a day sharing your story and information with us. Once complete, we take it from there. With our writers and copy editors we form a narrative of your book and publish it. Congratulations, you're a published author!



I'm Obsessed With Your Success!



For professionals looking to position themselves as authorities in their niche, we have I'm Obsessed With Your Success. It's no secret that publishing a book is the ultimate credibility tool for positioning yourself as a go-to expert in your industry & differentiating you from your competition. In just 21 days become a published author and use your book as the key to open doors to opportunities to talk about your business. Become a keynote speaker, craft your signature talk and and confidently find your self in front of an audience of you ideal clients.



My Journey
My Story

My Journey My Story



We believe in providing our clients with a seamless book writing and publishing experience. Are you a cancer survivor? A marathoner? Have you completed a spiritual journey and know that others can benefit from your experience? Do you have a story to share but have not been able to get the words out of your head and on to paper? My Journey My Story is for people who have a story to tell or feel writing a book will be very cathartic in their healing journey. With our online program, you answer questions in just 20 minutes a day for 21 days, after that we take it from there. With our writers and copy editors we form a narrative of your story and publish your book. Congratulations you're a published author!



Business Niche Specialize

Identify your ideal client and discover your business's core message with our "Business, Niche, Specialize 30-Second Elevator Pitch Generator." This FREE interactive online tool is designed to help business owners craft a concise, compelling elevator pitch that encapsulates the essence of their business. Give it a try @ BusinessNicheSpecialize.com



HOOK STORY OFFER

Hooks Story Offer

As part of our paid coaching program, our online script generator guides you in creating a 5-minute video script for your business. This tool can enhance your marketing efforts, serve as a concise Signature Talk, or boost your promotional activities. Its flexible format allows for repeated use in various contexts.



Book Marketing Quiz

Are you considering writing a book? Curious about how to use it in your marketing? Look no further. Our Book Marketing Quiz is here to identify the top marketing strategies for your book that match your business, ongoing marketing activities, and personality. Are you a Scribe? Novelist? Publicist? Let's find out! ****As a thank you for taking the quiz, you will receive a FREE copy of our latest book "The Power of Not Yet, Unleashing Your Potential One Rejection At a Time****



Edify Coaching

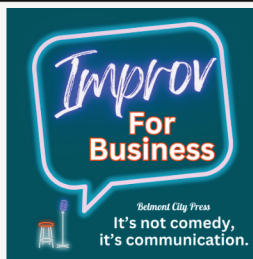
Are you in Real Estate ? Edify Coaching, is now the EXCLUSIVE Real Estate Agent Coaching, Marketing, and PR Program of Belmont City Press. For NEW AGENTS we have our First Time Home Buyers Course for Realtors and for SEASONED PROFESSIONALS looking to become the go-to expert in Real Estate we have coaching, marketing, and PR services.



Agent Marketing Quiz
Are you in Real Estate? Edify Coaching is the exclusive Real Estate Agent Marketing Program of Belmont City Press. Wondering how your personality impacts your marketing? Look no further. Our Agent Marketing Quiz is here to identify the top marketing strategies for you that match your business, ongoing marketing activities, and personality. Are you a CONSULTANT? An EXECUTIVE? An AMBASSADOR? Let's find out! **AgentMarketingQuiz.com**



From Ideas To Applause
CRAFTING YOUR SIGNATURE TALK!
As part of our paid coaching program, this is where your journey from a budding idea to a roaring standing ovation begins. Whether you're stepping onto the stage for the first time, looking to impress clients, or needing to refine your public speaking prowess, this course is designed to transform your thoughts and experiences into a compelling narrative that captivates any audience.



Improv For Business
It's not comedy, it's communication!
Are you in sales ? Improv is beneficial for business leaders and salespeople. Improving skills such as active listening, effective communication, quick thinking, & adaptability will boost confidence & messaging. Our Improv for Business course is created using the techniques and training taught to Red during her 3 years of doing stand-up around Boston. We can't promise you will be any funnier upon completing this course, but you will learn how to think on your feet and guide conversation by using the 3 "rules" of improv, including 'yes, and....'



The Game Changers Conference

As part of our paid workshop programs, this "we come to you" full day workshop will help you gain insight on PR industry secrets while learning to scale your business, create recognition, and drive sales. If you're in sales, The Game Changers Conference is a necessity. Capitalize on the two most effective ways of connecting with your ideal client: speaking opportunities (in person, podcasts, from stage, and in videos) and writing (blogs, articles in major news outlets, or a book). The Game Changers Conference walks you through a 12-step marketing plan to promote you and your business utilizing speaking and writing opportunities. Each conference presents opportunities to add Keynoting Speaker and Published Author to your bio.



One Sheet & Media Kits

Having a one-sheet or media kit is crucial for entrepreneurs and business people as it serves as a powerful marketing and communication tool. A one-sheet is a concise document that highlights the key aspects of a business, product, or service, making it ideal for quick presentations to potential clients, investors, or partners. A media kit, on the other hand, is more comprehensive and typically includes press releases, testimonials, product descriptions, and high-quality images. Both tools are vital for making a strong first impression, maintaining brand consistency, and effectively conveying the value proposition of your business. Need help putting yours together? We've got you covered



Press Releases

As Seen On....



...And More!

Looking for exposure on major news outlets? Ask us how to write and launch a Press Release.

Talk
SIGNATURE



Rejection Is A Gift: from our Book 'The Power of Not Yet'

WHAT IF, INSTEAD...

Rejection is a gift. Rejection challenges us to pause, reflect, and realign our aspirations. Every rejection is an opportunity to refine your skills, learn from your mistakes, and evolve into the best version of yourself. Rejection serves as a test where you discover the inner strength and determination required to continue moving toward achieving whatever the hell you want! What if, instead of dwelling on our failures, we celebrate them as vital components of our success story? What if, instead of fearing rejection, we welcome it as a guiding force on our journey? What if, instead of viewing rejection as a setback, we treated it as a setup for something greater? Join me as we walk through an inspirational talk about embracing rejection, reframing our mindset, and steering clear of narrow-minded approaches, as we pave the way for resilience, adaptability, and ultimate success in the dynamic landscape of business, one rejection at a time.

Talk
SIGNATURE



Overcoming Imposter Syndrome: From our Book 'The Power of Not Yet'

In business, someone experiencing Imposter Syndrome may think they don't deserve their position, even if they have a successful track record. They may believe they are less competent than others perceive them to be and assume their colleagues, peers, or clients have higher expectations of them than they feel capable of delivering. This self-doubt in their skills and achievements can lead to feelings of anxiety, inadequacy, and a constant fear of being "found out." At its core, Imposter Syndrome is rooted in a skewed perception of what others think about us; that's why overcoming insecurities is not as straightforward as merely "believing in yourself." Join me in an empowering talk about mitigating Imposter Syndrome by implementing an ACCESS plan, regaining confidence, and overcoming the self-imposed fears of being perceived as "imposters." Learn to excel without being hindered by unfounded fears. Let's break the cycle.

Influencers and #1 Best Sellers

Several of our publications have hit #1 Best Seller ranking in the US and Canada. A small department in our company is dedicated to "influencer" engagement books. Most influencers opt for branded coloring books, and just like any good sales person, influencers use these books to connect with their followers. If you are looking for an unconventional marketing piece, let's talk about branded coloring books. Just like Misha Brown of "Don't Cross A Gay Man," who has 4 million followers across platforms, we are always excited to be along for the ride and witness everyone's success!

From Misha:

Working with Red at Belmont City Press (BCP) was an absolute joy. Never did I imagine that I would have an adult coloring book published, let alone hit #1 in multiple categories in the US and Canada! Red offered insight based on her experience and the support from BCP has extended far beyond just publishing... If you have ever had an interest in creating a book of your own, you should jump at the chance to work with Belmont City Press.

Misha Brown

@dontcrossagayman

Author, Actor, Host, Globally Stunning

4+ Million followers across platforms

