



12 Must Do Tips To Writing A Powerful Press Release

Press releases are a fantastic tool to promote your services and to generate website traffic. They do not cost anything to write and the publicity that they can generate for your business will be extremely beneficial.

Here are 12 tips on how to write a powerful press release.

1. When you write a press release, write it for the media, not your customers. Give journalists and editors the five W's: Who, What, Where, When, and Why.

- Who is the story about?
- What is the actual news?
- The people, products, items, dates and other things related with the news – where & when.
- Why is this news?

2. Skip the sales piece. Press releases are for journalists. Newsworthy means it provides something that is of interest to others.

3. Instead of filling, your press release with fluff and claims, **stick to the facts.** Journalists want to see statistics and information.

4. Your headline and your first paragraph are often all that a reader will see on the press release websites, so make those paragraphs count! **Make your headline brief, clear and to the point** – highlighting the point of the press release. Your first sentence grabs your reader & says concisely what is happening.

5. Use an active voice, strong verbs, and avoid jargon, adverbs, and descriptive words.

6. Start with the date and city in which the press release originates.

7. Write for the press. Use short sentences which are succinct and to the point. Avoid jargon.

8. Include information about your company, including website link and contact information. This is typically included at the close of the release.

9. Identify the end of the release with this symbol, ###. It let's journalists know they have the complete information.

10. Try to include a call to action in your release. What do you want readers to do with the information? Are you hosting an event and you want them to attend? Do you want them to buy a product? Visit your website?

11. Send your release to the correct person. If you're submitting to a web based press release directory then you're set however if you're submitting to your local paper get online or on the phone and find out who to send it to and how they prefer to receive press releases, by email, mail or fax?

12. Follow up, once. It's okay to follow up with a journalist to make sure they've received your release and to see if they have any questions. It's important to develop relationships with the press and a professionally handled follow-up is a good way to accomplish that.

Press releases can seem overwhelming and too structured of a project for many however, they're actually quite simple to write. Determine, in advance, the point of your release and how it will benefit others. Then, in one page, provide the details. Press releases can and often do turn into full-page features so they're definitely worth the time and effort.