



Top Tips for Writing Press Release

Mission - to gain PR coverage for you or your business through a Press Release.

Goal – to grab the journalists attention.

Do

- **Keep it short and sweet** – No more than one side of A4.
- **Answer these questions with a simple sentence** – Who? A phrase that best describes you or your business. What? What do you do, describe your product or service. Where? Describe where you are based and/or where your reach is. When? Tell them when your product or service or event is available/running. Why? What's the reason for sending the press release. How? This is optional, it's your ask of the reader, so follow me, buy me, a call to action!
- **Include notes to editor** – This takes the form of a short paragraph. End it with your contact details, mobile number and email address with the phrase 'Happy to be called out-of-hours'.
- **Picture perfect** – Include a small resolution picture to bring your piece to life. Include an accurate caption for the picture with name, dates, locations, age if appropriate, title etc.
- **Check who to send it to** – Do your research on the journalists you are contacting, make sure they are the right ones for you or your business.
- **Choose a compelling title** – It's the first thing a journalist will see so make it count. 'Case Study Available' or 'Exclusive' are particularly catchy.
- **Email on a morning** – The ideal time to send a press release is before 10am.

Don't

- **Send high resolution pictures** – Journalists quite often work freelance off their own computers so be sure to send these on request via we transfer not email.
- **Chase the email** – Resist the urge unless it's time sensitive.
- **Send as an attachment** – Put the press release in the body of the email.
- **Undersell yourself** – Be the expert, tell them awards you have won, accolades you have achieved, be proud!
- **Lie** – Be honest, tell it like it is, they appreciate honesty.

Good Luck!