

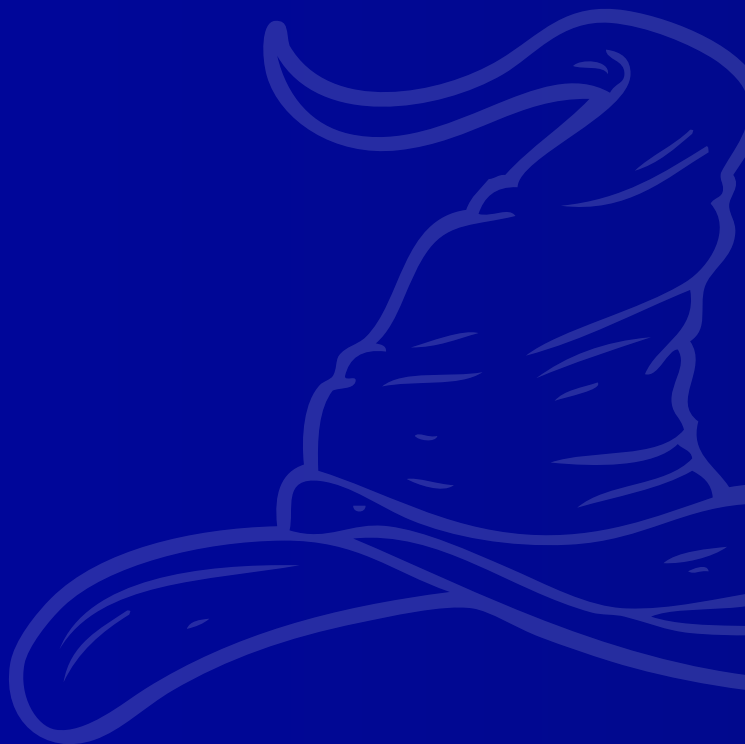
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## **How to Write and Structure a Press Release**



## **The Benefits of a Press Release**

There are various benefits to a successful Press Release, including:

- Building the image and reputation of your Brand
- Creating back-links from a recognised, reputable source
- Increased media coverage for new products, services, appointments etc.
- A cost-effective way to drive your marketing!

## **Before You Start**

As with any other aspect of your Campaign, your Press Release should have its own defined goals. These can include:

- Increase Awareness
- Boost Organic SEO / Incorporate Reputable Backlinks
- Generate Interest
- Share Company / Industry News
- Increase Web-Traffic / Sales


## **What Can You do to Increase the Chances of Your Press Release Being Published?**

Did you know, on average only 1% of Press Releases that are submitted, end up published? Although many organisations are moving (or have moved) away from the Press Release, this form of PR is far from dead.

Though not exhaustive, use the below as a checklist when writing your Press Release.

### **Ensure Your Story is 'News' Worthy**

You could have the most creative copy in the world, but unless your story is interesting or relevant enough, you won't get very far.



## **Do You Have an Actual Story?**

The last thing journalists want is to receive another sales blurb or factual excerpt. If this is your angle - write a blog! Blogs are a great way of organically boosting your SEO (when technically done correctly) and you can be as sales driven as your heart desires.

## **Is Your Press Release Targeted?**

Whilst using a PR platform or spamming your mailing list may work for a generic story, you're likely to see more traction by targeting your Press Release to Journalists or publications, who are looking for (or specialise) in your type of story. It's worth keeping in mind too, that some publications won't accept copy that has been published elsewhere.

## **Are You Yawning?**

We don't mean are you due your next caffeine fix, but rather, is your Press Release boring to read? Get a colleague or friend to read it (objectively).

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## **Put the Effort in and Build Relationships**

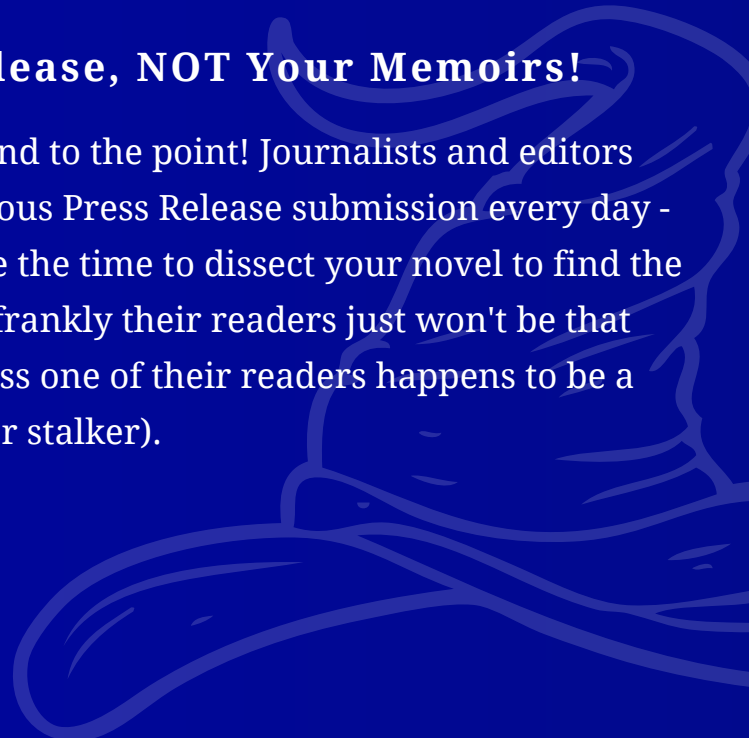
Journalists are far more likely to open your email if they know you and like all relationships, this can't be one-sided. Reach out to a couple of identified journalists, meet them for a 1:1 (if circumstances permit), get to know them and offer value.

## **Stay Current Where Possible**

Is there anything relevant in the news at the moment that could link your story to? It's okay to piggyback your way to stardom and fame!

## **A Press Release, NOT Your Memoirs!**

Keep concise and to the point! Journalists and editors receive numerous Press Release submission every day - they don't have the time to dissect your novel to find the story line and frankly their readers just won't be that bothered (unless one of their readers happens to be a close relative or stalker).



## **Your Headlines Needs to Make a BANG**

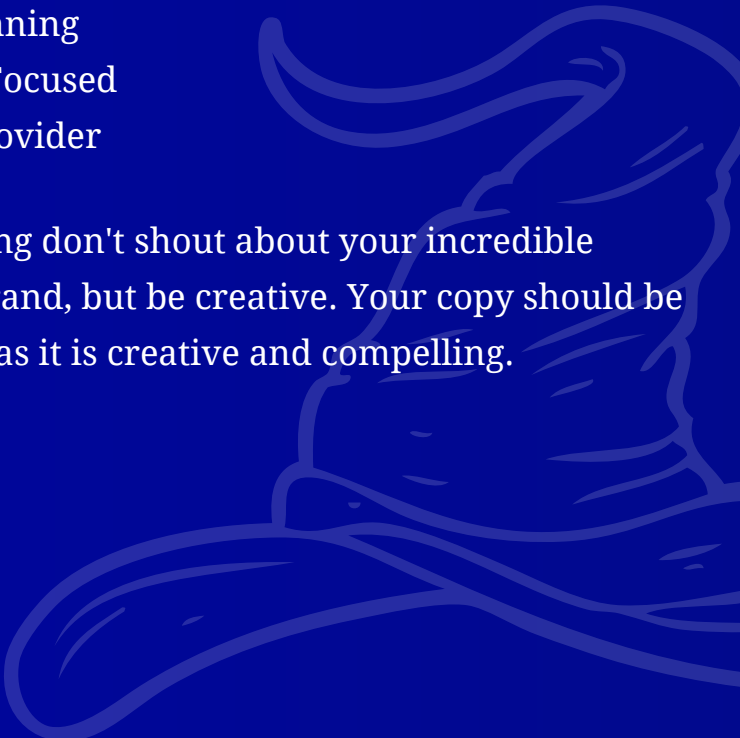
A creative headline will grab interest from journalist and consequently readers. Choose your words wisely and consider all angles of the story.

## **Avoid Overused Phrases and Jargon**

Unless you're writing for a specific niche or industry publication, avoid jargon and colloquialisms that could alienate certain readers. Similarly, within the body of your story, try to avoid phrases that are excessively used, such as:

- Award Winning
- Customer Focused
- Leading Provider

We're not saying don't shout about your incredible company or Brand, but be creative. Your copy should be just as unique as it is creative and compelling.



## **Say CHEESE!**

Make sure to include a high resolution picture with your submission. Some email servers may prevent emails coming through if they have attachments and equally, some journalists may prefer not to open them. Include a link to the image or digital newsroom, or make it clear there is one you can provide.

## **Use the Right Channels!**

Some news sources will have a specific email address or online submission process, specific for Press Release submissions. If this is the case - FOLLOW THEM!

If you don't have a relationship with the journalist or editor that you contact when bypassing their process, the only thing you will successfully achieve is to be ignored.

## **Plan However Works for You**

Writing your first Press Release doesn't need to be a daunting process and there is no right or wrongway to prepare. Do what works for you. Bullet points? Lists? Mind-maps? - it doesn't need to be perfect, just start!



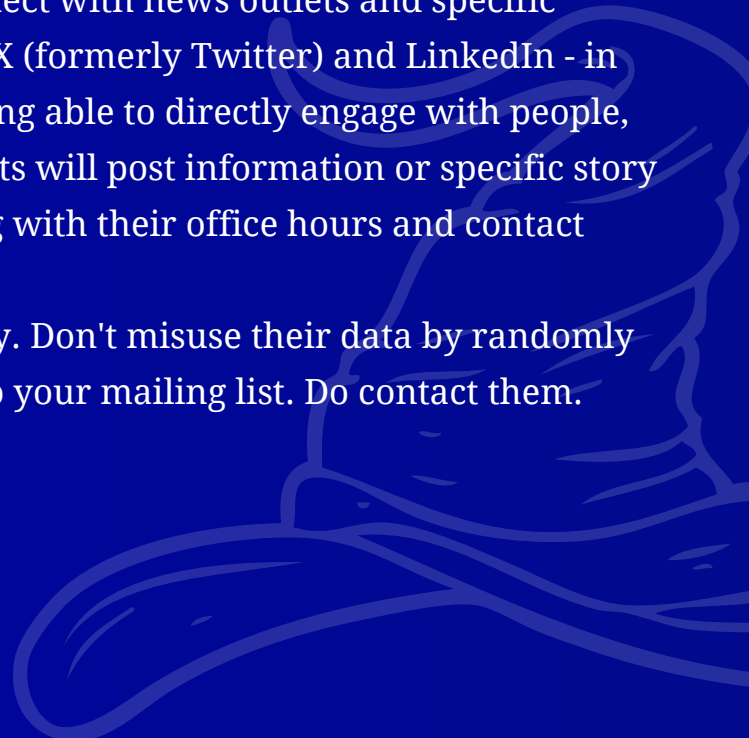
## **Make Your Submission / Content Accessible**

Approximately 81% of people choose to view their email on their smartphone and well, journalists are people! When contacting a journalist or submitting your Press Release via email, whether you know them or not, make sure you consider how accessible the information is that you're sending them. Reduce / eliminate attachments where possible.

## **Get Social**

Follow or connect with news outlets and specific journalists on X (formerly Twitter) and LinkedIn - in addition to being able to directly engage with people, some journalists will post information or specific story requests, along with their office hours and contact details.

Don't be creepy. Don't misuse their data by randomly adding them to your mailing list. Do contact them.



## Who are You?

Most online submission forms will ask for your contact details but if you do submit your Press Release via email - don't forget your contact details. Journalists have every right to fact check as they see fit.

## Suggested Basic Layout



HEADING
SUB-HEADING
WHO? WHAT? WHEN? WHERE?
QUOTE
CALL-TO-ACTION
NOTES TO EDITOR

## Additional Notes

Using an interest grabbing headline, doesn't mean irrelevant click-bait. Ethical marketing and PR can mean the difference in a positive reputation and negative Brand Association.

Everything can be depicted in a positive or a negative way - make sure your angle represents the story you're telling.

Have fun! Not every Press Release you submit will be accepted and published. Have a go, get familiar with it and learn to self-promote!

