

How To Write The Perfect Diy Press Release

Press releases can play a huge part in promoting your business! If you have a bountiful advertising budget, you may choose to hire professional writers to do your press releases. However, it isn't necessary to hire anyone to do this. You can do a great job of writing an effective press release, with just a little coaching and practice.

Here are some handy pointers on DIY Press Releases:

Write a Good Headline:

*The headline for a press release should be clear, concise, compact, and extremely to-the-point, using the most important keywords from the body of the press release. The first word should be capitalized, as should all proper nouns.

Write Interesting Copy:

*Generally, start the body of the press release with the date and the city where the release originates, unless the event being written about is in a different city. The first sentence or "lead" should grab the reader's attention. The body copy should be compact. No wordiness, use of very long or obscure words, long sentences or paragraphs.

Always Communicate These 6 Things:

*Who, what, when, where, why, and how. Make each one of those things as newsworthy as possible so that the press release will stand a better chance of being picked up by an editor or journalist.

Include Pertinent Information About the Company:

*For example, this is how you would do this---title the section with information about your company this way--- "About ABC Company." Then have a couple of paragraphs about the company, consisting of a few sentences each. At the end of this section, put a link to your website.

Tie it All Together: *Supply some extra links with information that support your press release.

Include Contact Information: *This can either be contact information for specific people within your company, or your media/PR department.

Signal the End of the Press Release: *You always signal the end of a press release with these three symbols: ###, centered directly underneath the last sentence or line of the release. This is a journalistic standard.