

How to Write a Press Release

1. Firstly, ensure what you are about to write is news, as opposed to a thinly veiled advert! Journalists are very good at spotting them!
2. Is your news: related to something topical in the news, does it have a local angle, is it a human interest story, is it a photo story or a success story?
3. **Headline:** Ideally make it attention grabbing, even intriguing. It can also be a question or an announcement.
4. **Keep it brief.** If the journalist likes the story, they will contact you for more detail. The story is the real key here.
5. **Ensure the language is relevant to the audience.** If you are sending this to a technical trade publication, you can use more technical language, but keep it simple for general media.
6. **The opening paragraph needs to encapsulate the story in a few sentences and needs to cover the Who? (Enterprise Marketing), What? (won an award) Why? (for Best Business in Aylesbury) Where? (FSB Awards evening at Horwood House) When? (Thursday 5th December) and How? (add more detail about what was included in the entry re: why the business won).**
7. **Subsequent paragraphs give more detail to the story.** Include a quote re: your thoughts about the story. Ensure you include your job title and Company name e.g. 'Karen Moule, Captain of Enterprise Marketing stated,...'
8. **Last paragraph to sum up the story and include reference to your website.**
9. **At the end of your press release include your contact details for more information on the story, any photos available and any supplementary information e.g. 'EMS has been based in Aylesbury for 8 years and delivers strategic marketing advice...'**
10. **Identify the relevant media that you want to send it to: press, radio, TV, specialist trade publications, blog writers, publishers of association / industry e-newsletter.** You will be able to find their contact details on their websites. It is worth calling them to confirm exactly who the recipient needs to be for your release.
11. **Send it to your media list, contact them to follow up re: offering more information or images if required and then wait to see your story in the media.**
12. **Keep your media cuttings.** You can frame them for your office, email links or even send letters with copies of the cuttings to your prospects and clients.

For more help with your marketing call us on 01296 910131.