

How to Write a Good Press Release

The purpose of this document is to help you write a quality press release (news release).

First, press release is a news story, you need to create something newsworthy to announce. Secondly, it is not the same as writing an advertisement. Many press release services will not publish your release if it has been written like an advertisement. Ultimately, your purpose is to advertise your business, but you do it on a more sophisticated way. Thirdly, the best releases are short and to the point, keep it at around 400 words or less.

Press Release content:

Once your press release properly answers the following questions, you can be quite sure you have all the content in there:

- WHO
- WHERE
- WHEN
- WHAT
- WHY
- SO WHAT (i.e. what are the benefits)

Press Release Structure:

Title - very important. Put main news in the title. You can also use a sub-title, but do not make the title too long. Some services, not all, limit the title to 100 or 200 characters.

Introduction- tell the news and try answer the WHY and SO WHAT in the beginning.

Content - explain the news a little more in detail answering all the questions above. Write the text in third person, like a newspaper article. If you like, use quotes, and make sure the person quoted knows and approves your quote.

Boilerplate – short description of the company releasing the news (= you). Keep it to the point and short. You can modify it from time to time if needed.

If in your press release you mention some other companies or products, make sure to use their trademark symbols correctly. E.g. XX is a service mark of Company, Inc. YY is a trademark in the USA and in other countries.

Example of press release structure:

Title: Mentors on a Mission Releases a Series of E-books
Subtitle: New Tool Further Enhances the Training System
Introduction: Mentors on a Mission, a global training and mentoring company, releases the

first in the series of e-books **the purpose of which is to help students market their home businesses.** (The 'so what' bolded)

Boilerplate: *Mentors on a Mission, Inc. is a Global Training and Mentoring Company. Our mission is to help network marketers maximize their potential by providing results oriented mentoring, an easy to apply methodology, and an 'earn as you learn' opportunity. For more information, see <http://www.jagmarketingsystem.com> To learn more about the Mentors on a Mission training system,listen to the pre-recorded call at +1-212-990-6230.*