HOW TO WRITE A Press Release

1. Start With an Attention Grabbing Headline
People read quickly these days, and many just skim articles to get the main idea.

2. Answer 5 W's
The first few lines are where you must deliver the main message. A helpful way to organize this information is to divide the news into 5 W's: who, what, when, where, and why.

3. Provide Value
At its heart, a press release should give the reader valuable, new information about the business.

4. Include Sources
The credibility of your press release is enhanced with verified and helpful sources. Often embedded into the text as hyperlinks, sources help verify your article's validity.

5. Don't Forget the Details
Depending on the type of your press release, the article may require different details. A press release concerned with an event might specify arrival times or a dress code. In press releases about new products, you can relate the upcoming launch date and price ranges.

6. Grab Quotes
Quotes are a great way to spice up your press release. They are the only part of a press release where opinions can be expressed. The rest of the document must be factual and impartial.

7. Additional Information
This is an opportunity to provide your readers with basic info about the business or company they may not already know. This is the perfect solution for new businesses who lack consumer awareness.

8. Contact Information
This is the first information you write in a press release. Contact information gives the reader a direct link for further inquiry.

9. Include Background Information
Businesses need an outlet to generate a narrative and establish a trajectory for their consumers. A press release is the perfect opportunity to define that narrative, show readers how the business arrived at this point, and project their future successes.