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WRITING PRESS RELEASE AND MEETING NOTES

- WRITE A SHORT, CATCHY HEADLINE
- GET TO THE POINT
- BODY



WRITING PRESS RELEASE AND MEETING NOTES

Press release – what is it?

- Written report communication – Brief information
- Connected to an organisation or a business
- Bloggers – Picks press release and share
- Promotion can garner widespread awareness
- Goal - Promote something specific and important



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Benefits of press release

- Immediate exposure
- Increased sales potential
- Augment your marketing campaign
- Brand your business as an online authority
- Increased benefits for SEO
- Build a good relationship with journalists



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Drawbacks of press release

- Press releases alone will not help your SEO
- Not improves your communication with customers
- Press releases are hard to measure
- Press releases are not cost-effective



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How to write a press release?

- Headline – First and Foremost thing
- Summary – Key elements
- Dateline & Lead Paragraph
- Body - Convey the story
- A boilerplate statement to follow the body
- Contact information - Important



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Types of press release

- News press release
- Launch press release
- Product press release
- Staff press release
- Expert press release
- Event press release



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Do's and don'ts list for writing a press release

- Do's: Start out strong and succinct
 - Use active voice and Spell check
 - Tell an interesting story
 - Send in a timely fashion
 - Use a "hook."
- Don'ts:
 - Address your readers directly by "you."
 - Refer to your company as "we" or "I."
 - Use ALL CAPS or multiple exclamation points
 - Use bullet points or long lists

Summary:

- Free public relations tool
- Beneficial for a start-up or growing business
- Publicizes important or useful information
- Grand opening, special event or new product launch

