

Avoiding Cardinal Sin #2

The other day I was reading an article, you've done this too. I'm getting two, three, four, five paragraphs deep, and I'm going, "What am I doing here? What is the point of this article?"

What happened there was, the person who wrote it, did what's known as burying the lead.

That is when you take the most important part of the thing that you're writing, and you bury it all the way at the bottom of the article or in the middle of the article, and it is the worst thing you can do when you write a press release in particular.

Human beings, when we sit down to write, we seem to have a deep seated tendency to want to start off really slow and build up to some sort of crescendo or climax.

Like it's a movie. And that's all fine and great if you happen to be writing a movie but when you're writing a press release, you need to get to the point very very quickly.

That's because your client is gonna take the press release and they're going to try and have reporters share it. So, they're going to be emailing it to reporters, the reporters are gonna be reading it, there's gonna be about a half a second-time delay, between the time they look at it and don't see anything of interest and the time they throw it directly into the trash.

So, you need to just get to the point quickly. Don't be afraid of putting the most important stuff right up front.

First sentence, first two sentences, first paragraph, don't be afraid of getting it out there, you're not gonna spoil the press release by doing that. You're actually going to make it better.

And then you can spend the second and third paragraph putting supporting details and other stuff that we're going to teach too about in this module.

But make sure you don't bury the lead, get that good stuff out there up front, it's not gonna ruin your press release s it's going to make it ten times better.