

Avoiding Cardinal Sin #1

When you're writing a press release for your client, you're going to want to try to get them publicity, you're going to want to do the right thing, and it's going to be very tempting to turn your press release into a commercial for their product or service.

This is very natural, but I have three words for you - Don't do it!

As much as you like your client and as much as you like your client's product or service, the truth is no one else really cares.

The journalist who's hopefully reading this press release at some point after you write it, the end reader who's reading the story that the journalist hopefully writes about it, they do not care about your client. They don't care about your client's product. They don't care about your client's service.

They just want to know, "What's in it for me?"

So if you turn your press release into a thinly veiled promotion, or worse, a not veiled at all promotion for your client's product, it feels like you're doing the right thing. Because you're going, "Oh, let me put all these cool stuff, let me mention all the features and all the benefits, and maybe frequently asked questions."

I've seen these press releases. They're like this long, and it's just one gigantic promo. It feels like you're doing the right thing for

your client, but you're really hurting them because think about if you were a journalist and somebody emails you this press release, and you open it up and it's all just a bunch of promotional information. What are you gonna do with that? Delete, and it's gone.

So, avoid turning the press release into a thinly veiled promo for your client's product or service. Instead, think, "How can I make this sound and feel like genuine news?" And your press releases will do much better.