THE ULTIMATE

PRESS RELEASE

GUIDE

INCLUDING TEMPLATE

The Launch

www.thelaunchpr.com

LONG LIVE THE PRESS RELEASE

A press/media release is a great way for you to share your business story. It has evolved over time, and is not always essential, but done correctly it can be one of the most important tools for alerting the media to your news.

It's true that there are now several other ways that you can engage with journalists (social media, desk-sides, events etc.) but a short, sharp press release can be the perfect way to get efficient and affordable exposure for your brand.

The first (and most important) thing that you have to decide before starting a press release is:

IS IT NEWSWORTHY?

The general rule of thumb is if your story can be described as the newest, quickest, latest or a world-first, innovative or a disrupter (or similar powerful terms) then you likely have a newsworthy topic.

If you have determined that your story is newsworthy then follow this guide to make sure that it gets noticed!

LESS THAN 60 SECONDS

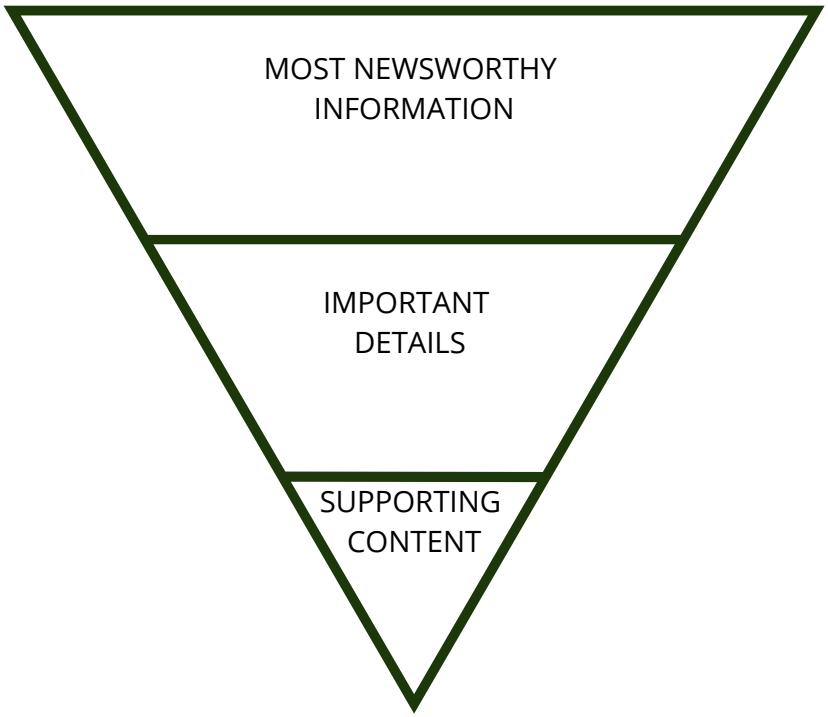
is the average time a journalist spends reading your release.

So the likelihood of it being picked up rests heavily on the headline and opening paragraph. Make it count!

THE INVERTED PYRAMID

This is a common format that journalists like to follow for news stories. It is a great way to structure any PR content you create.

It assists us in ensuring that our key message is communicated well in the first few lines. Never bury the lead!



PRESS RELEASE FORMAT

PAGE 1

1. ADD COMPANY LOGO

2. DATE + CITY

[If you are sharing the release over multiple days, be sure to change your date each time. Unless it will be an embargoed release, in which case you can state
the date the embargo is lifted.]

3. HEADLINE

[The headline must be short, sharp and concise. It needs to grab attention and convey your message in approx. 18 words or less. Pull the most interesting fact from your release and include it in the headline. This should also be the subject line in your email. For inspiration and examples check out our blog post on 'Headline Hacks'.]

4. SUB HEADLINE

[This one to two liner will be the clincher in terms of getting the journalist to read on. Ensure that this clearly states why this has news value. Is it a new launch or innovation? Is it topical, time sensitive or disruptive?]

5. BODY OF RELEASE

[This is where you expand on your story. Starting with the most essential information first, work your way through the interesting facts,stats and highlights of your news. Keep it concise and factual.]

6. QUOTES/SPOKESPERSON

[This section should include a relevant quote or two to strengthen the message and highlight why exactly what you're offering is new, different or trendy]

PRESS RELEASE FORMAT

PAGE 2

7. WRAP IT UP + CALL TO ACTION

[Wrap up with a summary of the key info along with links to whatever you're promoting and the essential details about that (e.g. if it is a new product provide the launch date, price and where to buy).]

8. ENDS

[Finish the official release with the word 'ENDS'. Always try to keep the release content to 1 page or 1.5 pages.]

9. CONTACT DETAILS

[Here is where you will add the contact details of you, someone from your team
or your publicist. Whoever it is needs to be able to respond promptly to any media requests. Use their name, email and phone number.]

10. COMPANY BOILERPLATE

[This is a mini-bio for your business. This should be a few lines only giving the essential facts of the business, your purpose, services, history, locations etc.
This should be standard text that you can use for all future press releases.]

11. ADDITIONAL NOTES

[Finally, you can add 3 - 5 dot points of other relevant information that would be 'nice-to-know' for example any awards, links to video content, social media etc. Only include if you think it adds media value.]

WORKSHEET

DATE + CITY

HEADLINE

SUB HEADLINE

BODY (1ST PARAGRAPH)

BODY (2ND PARAGRAPH)

QUOTE/SPOKESPERSON PARAGRAPH

CLOSING PARAGRAPH

CALL TO ACTION

CONTACT DETAILS

COMPANY BOILERPLATE

ADDITIONAL INFORMATION

NOTES

NOTES