

PRESS RELEASE TEMPLATE AND TIPS

FOR IMMEDIATE RELEASE

Attention-Getting Headline in Bold Goes Here

Contact: name
Address: address
Phone: phone number & availability
Alternate Phone Number: phone number
Email: yourname@yourdomain.com
URL: www.yourdomain.com

City, State – quick summary

First Paragraph ~ Grab the attention of the reader here. Answer the important questions like who, what, where, when, why & how

More information and facts.

Add a quotation to break up the release and make for easy reading. Quotations can be from you or a testimonial from a customers.

Direct the reader to the page on your website where she can find more information on your announcement.

###

Tips for Using the Press Release Template

1. This story is not simply to sing your praises. It's meant for the media outlet's audience. Why would it would interest them?
2. Use an attention-grabbing headline, but heed #4 and avoid hype.
3. Use the first paragraph to answer all the important questions like who, what, where, when, why & how.
4. Avoid the hype. Don't use big words and adjectives. Stick to the facts, ma'am.
5. Focus on benefits: What problems do you solve for your customers or website visitors?

6. Back up your claims with facts and statistics. Use quotes that add credibility to what you're saying.