



briar
copywriting

A copywriting
guide:

Powerful
press releases

Why are press releases important?

Press releases are valuable marketing tools for your business.

Once you have a formula, they are relatively straightforward to write and you can easily publish them online to (hopefully) generate some backlinks and buzz.

Of course, you can also send them into your local and industry press, but you will have to get them past the editor first. That's why it's important you always follow this golden rule:

Only write press releases that announce REAL news

If you use them as an advert, they'll be sniffed out and discarded, no matter how much you try and disguise the hard sell.

6 tips to help you create powerful press releases.

1. Temptation

If you want someone to sit up and take notice of your press release you'll need a hook.

Think about why you're writing it and who you're writing it for.

Arousing curiosity will make the reader want to know more.

2. Headline

Your headline will be the deciding factor in whether your press release is read or not.

Think of something that reflects the nature of the news, but that also piques the readers' curiosity.

6 tips to help you create powerful press releases (cont.).

3. Forget Jargon

If you fill your press release with jargon, no one will read it.

Keep your language simple.

4. Link out

If you have any outside resources (e.g. video, articles, images) that will help add clout, link out to them.

This will add value to your online reader and give the editor all the information they need for a great story.

5. Proofing

Get someone else to read it for you before you send it out. If it's full of errors it won't be given a second glance.

6. Sharing

Distribute it widely to local papers and magazines, online outlets, email your mailing list, promote through social media and even use it as a blog post.

How to structure a press release.

The structure of your press release is important, so here's an outline you can use:

1. **“PRESS RELEASE”, the date and either “For Immediate Release” or “Embargoed until: 12.00 11th May 2015”**
2. **Attention grabbing headline**
3. **Optional sub heading**
4. **1st paragraph outlining the story: who, what, why, when, how – but no hype!**
5. **2nd paragraph offering supporting evidence, but stay focused on the news**
6. **3rd paragraph containing an appropriate quote to add weight to your story**
7. **Last paragraph concluding your story and linking it back to your company and its skills**
8. **Show your press release has ended by writing “END” or “###”**
9. **Notes to editor – include a short company bio, contact details and any other important information**

Get in touch....

I hope you found this short guide useful.

I'm constantly writing new guides, so come back again to see what's new.

If there's something you'd like to learn about that I haven't covered yet, drop me a line and let me know.

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