PR FOR THE PEOPLE
PRESS RELEASE TEMPLATE

Release date top left of page

Image – use a landscape image and avoid using stock images if possible

The heading – this should be as 'clickbait' as possible whilst still remaining true to the content to hook the reader in and get them to read more.

Task: go look at the website of some of your target publications and check out the type of headlines their articles have. Quite often journalists will use your press release heading as the heading of the article, so try and replicate the style of where you want to be featured.

Opening paragraph – this is your chance to grab the journalist's attention, so get all your key info about your story into this opening couple of sentences – your what, who, why, where, when and how. Focus on summarizing your news as an attention grabbing story, making it as relevant to the publication's audience as possible.

Paragraph two – expand on the opening paragraph and add a bit more background, colour and depth to your story, still making it essential info only.

Paragraph three – it's nice to include a quote from you (the founder) here to add some personality. Avoid cliche expressions like 'we are delighted to launch', but do keep it upbeat and offer an insight into your thoughts or inspiration as a founder.

Paragraph four – outline any further 'nice to know' information and include a call to action (check out our website, download our app, etc.)

'**Editor's notes**' – add this heading at the end of your press release. Instead of cluttering up your press release, here you can add any extra background info that the editor might find handy.

Add your company **Boilerplate,** and any further info.

Contact details
Make sure you add your website URL, social media handles and contact email and phone number clearly at the end.

Tips: always send as a word document attachment to your email so journalists can copy directly from the page