Press Release Tips

Increase the effectiveness of your next press release.
Follow these simple rules:

1) ## State the News Upfront.
   State the news in the headline, along with the name of your company, and make sure the first paragraph contains the most important information you want editors to know. Readers may not get to the second paragraph.

2) ## Keep it Simple.
   Keep the message and terminology simple. Don't assume that the person reading your announcement knows what the acronyms and phrases in your press release mean. If an editor has to look up a couple terms before getting through your first paragraph, interest and patience will be lost.

3) ## Provide Background.
   Give a brief description of your company in the first sentence. There's a good chance the person reading your news announcement is not familiar with what your company does. Provide a 7-10 word description of your company in the opening sentence and then a more detailed "About" paragraph at the end of the release with a Web site address and phone number.

4) ## Minimize Quotes.
   Make sure your press release contains more factual, informative text than quotes. Editors want information, facts and details they can print and quotes rarely provide any of these. If you want to include a quote, try to make the content specific and relevant to the news being announced. Provide interesting insight that makes the quote necessary.

5) ## Check the Facts.
   The news in your release needs to be accurate. Dates, locations, names, etc. need to be correct. Spend a little extra time checking the facts because it's much more difficult and time-consuming sending out a correction.

6) ## Spell Check. Read. Spell Check Again.
   Spelling errors can really deflate the validity and credibility of a message. Do not trust spell check alone. In addition to software, have people review the release for spelling and grammatical errors. Mistakes can be minimized with a couple of extra proofreaders.

7) ## Avoid Sales Lingo and Buzz Words.
   Keep the "sales-speak" to the marketing materials and sell sheets.   Don't diminish your news with jargon. Use accurately descriptive and simple terms that allow the reader to understand what is being said.

8) ## Post the Press Release on Your Web Site.

Every press release should be posted on the company Web site in a section called "news" or "press releases." Make sure your news and announcements are online, can be easily located and are current.

9) Proper Distribution.
News is wasted if it is not seen by the proper people. Do some research before distributing a press release to ensure your recipient list is accurate and complete and the news is relevant to them.