



Press Release Writing Fundamentals

Tips from PRWeb

Know Why You are Writing a Press Release

Press releases are good venues for reporting timely events in your company's life. They announce current events.

- Releases announcing openings, expansions, new hires, anniversaries, new ventures, charitable endeavors, sales increases, profit increases, awards, certifications, recent or future appearances at trade shows, forums or conferences all have news value.



PRWeb Press Releases Greatly Increase Online Visibility

Because PRWeb distributes to a variety of search engines, press releases can help you achieve a higher level of online visibility.

- When writing, always include your company website. It will be a live link in your press release.
- Employ some basic SEO techniques: choose a pair of keywords and make sure one or the other appears in your headline, summary and lead sentence.

Press Releases Contain the Following Components:

- Headline
- Summary
- Lead
- Body
- Boilerplate/Safe Harbor Statement
- Contact Information
- Make sure there are links in your release

Headline:

- Short (no more than 80 characters)
- Contains subject, an active verb, and clearly states your news announcement
- Not in ALL CAPS
- In Title Case
- No web addresses (remove www)
- No articles or sentence punctuation
- Third person objective voice
- Company name and/or keyword prominent
- Place specified, not just “local”

Summary:

- One or two sentences long
- Contains the essence of the release, useful for readers skimming the copy
- Use to your advantage – make it enticing enough to compel readers to read on

Dateline and Lead:

- Contains who, what, where, when and why
- Contains subject, verb and object
- Contains dateline with place, PRWeb brand, and date
- Is simple and direct, declaring news in a way that engages readers
- Fully informs readers so if they stop after lead, they know the basics

Press Release Body:

- Neat, tidy, error-free and not too long
- Divided into paragraphs or roughly 3-5 lines
- Often contains a quote after the first or second paragraph
- 300-800 words long, or roughly one single-spaced page in a standard word processor
- Keeps to a single news event, offering supporting information in reverse importance from the top down

Boilerplate:

- 3-4 lines long
- Tells the very basics of the business history
- Establishes special credentials, awards, appearances, etc.
- Followed by a safe harbor statement, if it is a financial release

Contact Information:

- Provides an easy way for media to contact you
- Needed because your release will go places where it is not a simple link back to your home page
- Should include your name, company name, telephone number and website
- Should not include an e-mail address

Remember:

- Give yourself enough time for the project
- It's easy when you have a clear idea of what you want to say and say it in a straightforward way
- If you need help, PRWeb offers two different writing services: a revision or draft-from-scratch



Thank you for joining PRWeb's Press Release Writing Fundamentals Webinar

For information beyond this webinar,

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