



# FULL GUIDE TO WRITING THE BEST PRESS RELEASE

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Crafting a compelling press release can be a daunting task, regardless of whether you're a newbie or a seasoned pro. In 2024, a press release must capture attention, deliver clear and newsworthy information, and appeal to both journalists and your audience. Given that we specialize in PR, we understand the dynamics and nuances that make a press release stand out. Dive in, and ensure your press release is perfect every time.

## PR DO'S

- Dateline Information** – Begin by stating the city, state, and country from where the news originates.
- Catchy Headline and Subheadline** – Grab the reader's attention right off the bat.
- Keep it under 280 characters**, but aim for headlines that don't get cut off in Google search results (55-70 characters).
- Clear News Angle** – Make sure the content reads like a newspaper article.
- Company Name** Feature your organization's name prominently in the headline or subheadline.
- The 5 W's** – Answer the who, what, where, when, and why
- Call-to-Action (CTA)** – Make your CTA crystal clear, preferably placing it early on to engage the reader quickly.
- Unique Hyperlinks** – Include 1-3 relevant hyperlinks
- Relevant Multimedia** – Embed media like logos, headshots, videos, infographics, and images that support the news story.
- Statistical Data** – Incorporate stats or numbers for added credibility, and if possible, feature them in the headline or subheadline.
- Use of Headers and Lists** – Make it easy to read and SEO-friendly by using headers and bullet points, particularly for lengthy releases.
- Concise Paragraphs** – Limit each paragraph to four sentences or fewer.
- Contact Information** – Always end with contact details for press queries. Who and how.
- Natural Language** – Write for humans, not bots. Natural language enhances readability and SEO.
- Uniqueness** – Every press release should offer something newsworthy and unique.

## PR DON'Ts

- Keyword Stuffing** – Avoid overusing keywords to maintain a natural writing style.
- Long Quotations** – Use quotes only if they add significant value and keep them brief.
- Fluff and Filler** – Eliminate unnecessary information to stay focused on the main point.
- Industry Jargon** – Use easily understandable language to make the content accessible to a broad audience.
- Commercial Tone** – Ensure the release doesn't read like an advertisement.
- Unsubstantiated Claims** – Back up all statements with data or credible evidence.
- Inappropriate Content** – Use professional and relevant language and imagery.
- Redundancy** – Avoid recycling content from previous press releases; each should offer something new.
- Off-Topic References** – Stick to the main message and don't divert into unrelated news or organizations.
- Controversial Tone** – Use neutral and professional language, steering clear of inflammatory or accusatory remarks.
- Don't Ignore Timing** – Releasing news at the wrong time can kill its potential for traction. Be mindful of holidays, weekends, and major events that could overshadow your news.
- Don't use CAPS lock** – Except for acronyms, avoid using all caps, as it can come across as shouting or spammy.
- Don't Use Passive Voice** – Stick to active voice for a more direct, engaging style.

## PR Tips

- **A Great Press Release always provides:**
    1. Timely background on a compelling story
    2. Impartial, factual details that allow for honest coverage
  - **Proofread x5:** Before publishing, make sure to meticulously proofread your press release for grammar, spelling, and factual accuracy.
  - **Distribution:** Target relevant journalists and outlets using [a professional PR distribution service](#).
  - **Date & Timing:** Consider the release data and timing for maximum impact.
  - **Follow-Up:** After distribution, engage in timely follow-up to gauge the effectiveness and to address any queries or requirements.
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## Press Release Template

While a press release is not too difficult to write, it can be intimidating for business owners who aren't used to writing public statements. That's why some business owners turn to [external PR agencies](#) to craft their press releases.

However, a press release template can help you write a press release yourself and save you time by serving as an easy-to-use press release example. Writing a press release gets that much easier as a result.

### Download The Updated Press Release Template

- [Download Word Doc \(Docx\)](#)
- [Access & Copy Google Doc](#)

Following this guide will not only make your press release compelling but also more likely to be picked up by news outlets, thereby maximizing your reach and impact. Happy writing!