



Fact Sheet No. 2

How to write a press release

This fact sheet is designed to help you think about what to consider when writing news releases for media outlets to raise awareness of your business, product or service

Key Points

- Effective press releases have to be newsworthy and not a sales pitch
- Remember the basics – your who, what, when and where
- Write it like a journalist would write it, simple and to the point, in plain English and jargon-free
- Use short punchy sentences and eye-catching headlines
- Include quotes
- Include contact details for further information and links to website, social media pages



Some things to consider when writing a press release

Good media coverage can create a positive impression of your business or enterprise and through that can generate sales leads.

To achieve good media coverage, it is really important not to make it seem like a sales pitch as that is the first thing that will put a journalist off covering your story.

It is therefore really important to have a good news angle.

Once you have your angle, the main thing is to cover who did what, when, where, why and how.

Avoid jargon at all costs, use plain English, spell check, and check your grammar. Keep your sentences short, to the point and punchy – using adjectives is a really good way to include information without taking up too many words.

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A news release should not be any more than around 500 words long and it should be accurate. You should also include insightful comments or quotes from a relevant member of staff in the business or enterprise.

A short paragraph explaining about the business or enterprise can be included at the end of a news release as a Note to Editor bullet point.

Contact details for further information, including links to websites and social media pages should also be included.

Eye-catching headlines and photographs can make a big difference in grabbing a journalist's attention and can improve the chances of a story being used. Bear in mind that journalists get hundreds of emails a day and you need to stand out.

It is also really important to send the information to the right email address and follow it up with a phone call to make sure that a journalist actually received the release. Don't send out mass emails as that is really off-putting and almost guaranteed to get your release filed in the bin. The personal touch counts for a lot.

And when you make that follow up call, be friendly, polite, to the point, aware that the journalist's time is precious and not pushy. You know your business so you will be fine!

Useful Links

<https://www.theguardian.com/small-business-network/2014/jul/14/how-to-write-press-release>

<https://www.procopywriters.co.uk/2015/09/how-to-write-an-effective-press-release/>

<https://www.journalism.co.uk/skills/how-to-write-the-perfect-press-release-for-journalists/s7/a535287/>

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