

How to write a press release that will get noticed...

Journalists tend to be busy people and making their easier give you a much better chance of getting your story/news/release published. Here's a few tips to help you on your way.... By Sue Baggaley – Editor, Jetskier Magazine

A good story

Firstly, make sure there's a news angle. Is it newsworthy and relevant for the publication or website?

Headlines

Headlines should be punchy, short and interesting. Less than 10 words. It should be also be short enough for a Twitter feed. The headline should also contain the value to the reader.

Be precise

Purge the superlatives – don't fill it with words like amazing, leading, unique, fantastic, best on the market, as the journalist will remove them. Tell them in plain language, what you and your product does. Summarise what you are selling early on in the release, preferably using the standard 25 words of 'who, what, where, when, why'. Make it clear why readers need to know about this product or event.

Pictures

Send decent pictures in jpeg format – send one picture or two max. Send hi-resolution and make sure you include a caption for the picture(s). Never send pictures from your website – they are not high enough resolution.

Sending it

Send it electronically in a document the journalist can open. Use Word, so it can be opened by PC and Mac users. Also paste the words into the email itself so they can see immediately if it is of interest. Don't send the release as attachment only. A release under the phrase 'Press release, see attached' is likely to be deleted. Make sure your release is addressed to the right person. The Editor or Newsdesk is usually best but call first to get the correct email of the person who writes the news.

Quotes

Only include a quote that someone has actually said. Don't quote people who aren't available for interview.

Contact details

Always make your phone number is clear so the journalist can call if necessary.

Don't send out a release and then not be available to answer any questions.