

How to Write a Press Release

A Press Release is a great way to generate free publicity. No matter what type of business you are in creating publicity will be an integral part of any marketing plan and growing your business. They are easy to assemble if you follow the formula I outline below.

Make a list of every news outlet within your sales region. Include those that may be outside of your region but still cover it. Start with your local newspapers, radio stations, and TV stations. Don't forget weekly shoppers' guides or specialty publications like, magazines or newspapers for seniors, sports, or entertainment.

Then within each publication or medium, identify the primary editors that are involved with your type of business. They all are constantly looking for new material and sending a press release to the editor via email is free.

A press release is easy to write. Look in your local paper for some examples but they all contain a few things you need to include.

Begin with a descriptive title, not too long, but one that sums up your press release. A few paragraphs describing your news item. It could be a new product or service; it could be an employee award. It could be that one of your employees or yourself has completed a certification in your business. It could be you are promoting a charity or supporting a local community service. Finally the most important section, your contact information. Keep it to one page or less.

Follow the formula I outline below.

1. Who You Are – This is the opening sentence or two that describes your business.

“Your Business Inc., the leading provider of rebuilt widgets in the tri-state area announced today…”

You want to make this description of you and your business easy to remember. This is your Elevator Pitch. If someone asks you “What do you do for a living?” you can usually describe your business in a few sentences. This is your elevator pitch. Write it out and use it to open your press release.

2. What You Do - This is a sentence or two that describes your business in greater detail and leaves an impression in the prospects mind about why they should do business with you.

“Since 1995 Your Business Inc. has been providing a full range of products and services to homeowners in the tri-state region. Users of Your Business Inc. have benefited from the advanced design and ease of use provided by their product.”

Notice the description adds credibility to your business and also describes what it is you do and why prospects should choose you over your competitors.

3. What Is New – This is the basis for your press release. Your Business Inc. has recently completed the certification for advanced installer, or Mr. Bob Smith, the “Employee of the Month” has won an award for outstanding service, or you are now using an advanced technique in delivering your product or service that no one else in the area offers.

This section is the heart of your press release and it should explain the title of your press release. Explain why it new and what it means to your business and most importantly what it means to your customers and prospects.

4. Why it's Different or Better - This next sentence should reinforce the previous point described in number 3. Why your business is better than the competitors and what sets you apart. Your Business Inc. is known for the personal service, unique designs, wide selection, and low prices. What are the offerings that set your business apart?

5. What is the Benefit to the Buyer - This sentence tells why it is important to your prospect. Will your product last longer? Be easier to install? Solve a problem? Reduce costs? Increase efficiency? Tell the prospect why this matters to them and how it will improve their life or business.

6. How to Contact You. - This is the most important point so make sure that you include a telephone number and a web address. If you want walk in business include a map or a link to one. Make sure that readers will be able to respond. You want the reader to contact you for more information.

Now just follow the Format I have outlined above;

Your Business Inc. Announces New Certification in Widget Redesign

(Anytown USA, Today's date) Your Business Inc. announced today that President Bob Smith has recently completed the National Certification as a top provider of rebuilt widgets. (1) Your Business Inc. Is the leading provider of rebuilt widgets in the tri state area and (2) since 1992 has been providing the widest selection of low cost widget replacement to homeowners from their offices at 123 Main Street.

(3)President Bob Smith has recently been awarded the advanced certification in widget rebuilding by the National Association of Widget Rebuilders. (4) “The advanced certification of widget rebuilding will allow Your Business Inc. to provide our customers with the most advanced widgets at

the lowest cost” stated President Bob Smith.

(5) Rebuilt widgets allow customers to replace worn out widgets at reduced cost and quickly and easily maintain the beauty and value of their home. With the new certification Your Business Inc. can now offer a larger selection of rebuilt widgets at lower prices. The new rebuilt widgets are also easier to install.

(6) For more information call 1-800-123-4567 or visit on the web at www.yourbusiness.com to find out how you can replace worn out widgets with low cost rebuilt widgets.

That’s all there is to it.

Don’t worry if you are not a professional writer. In most cases you are going to provide this to an editor at a magazine or newspaper or website who is a professional writer. They will use it in some form to meet their needs and probably rewrite it to fit the available space.

If you are really stuck, then check out your local classifieds for freelance writers. Many of them will put together a press release for you. It shouldn’t cost much money either.

Being able to put together information that publicizes your business is one of the most important things that you can do to grow your business.

“How to Write a Press Release” is an excerpt from “The Bricks and Mortar Marketing Guide”. For more information or to purchase visit www.bammg.com.

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