

Three Golden Rules

1. You vs. I
2. Benefits vs. Features
3. Keep it Short

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You vs. I

Always reference your customer more often than you reference yourself.

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Words Referencing the Customer	Words Referencing Your Business
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Benefits vs. Features

Explain the benefit of your product or service, not just the features.

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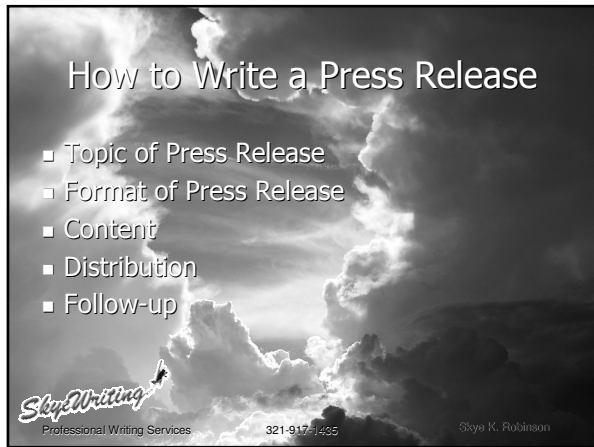
Feature	Benefit
It's Yellow	The bright color makes it easy to find
It's has an eraser	Quickly and easily correct your mistakes
It has #2 lead	The lead is the perfect weight to make clean clear easy-to-read markings; not too soft to smudge, and not too hard where it would be light and hard-to-read

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Keep it Brief

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Format

- Begin with FOR IMMEDIATE RELEASE
- Write an Attention Grabbing Headline
- Start with Location and Date
- Include Contact Information (top or bottom)
- End with ###

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**PRESS RELEASE –
FOR IMMEDIATE RELEASE (or date of release)**

Headline – Make It Interesting

Melbourne, FL September 28, 2001 – Lead should contain the 4 W's and an H. Who, what, where, when and how. Usually this information can all be in the first sentence or two. This must be written in third person; write about your company, product or event as if you are an outsider. Do not use sales language like: "come on down to Bob's house of pancakes for the best deal you'll ever get..."

The press release should be in a standard font: either Times New Roman or Arial. If it is to be sent via mail or fax it should be double spaced. Also, if it is to be mailed or faxed, the contact information should be at the top and it should be printed on company letterhead.

The second paragraph supports the first. According to Skye Robinson, "Always include a quote in your press release, it adds a personal touch. It also is a way to slip in a bit of salesmanship that otherwise you couldn't do."

Keep the press release to the point, don't over-write. Unless it is a complex topic, it should be 400 – 600 words in length. Don't be surprised if the media uses the idea for your press release but not your actual text. This could even mean writing about your competition.

Contact: Contact name
 Phone Number
 Email Address

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Content

- Write a Attention Grabbing Headline
- Lead with the Four W's and an H
- Write in Third Person
- Don't Use "Sales" Language
- Include a Quote to Illustrate your Point and Add a Personal Touch
- Keep it Between 400- 600 Words.
- Include a Photo Whenever Possible

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Distribution

- Local Media – Do Your Homework
 - Send by email directly to reporter or editor
 - Send in body of email or as PDF Attachment
- AP Wire – For National News
- Online Services – Longevity, Broad Reach, Drives Web Traffic
- Post on Your Own Website

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How to Distribute Your Press Release:

Research goes a long way. Create or obtain a media list. Call the local news media to ensure it is accurate. While you are at it, ask them how they prefer to receive press releases because the rules change all the time.

Who to send to:


Local Media:
Local newspapers, magazines, television and radio, websites

Industry Specific Publications:
Trade publications and websites

National Coverage:
 Associated Press - http://www.ap.org/pages/contact/contact_pr.html
 PR Newswire - <http://www.prnewswire.com/>
 Business Newswire - <http://www.businesswire.com>
 PR Web - <http://www.prweb.com/>
 Send2Press - <http://send2press.com>

Pointers

- Send early in the day, early in the week
- Follow up with a phone call
- Develop a relationship with reporter/editor

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