

### ***CD0903 Press release writing guidelines: 7 Steps To A Great Press Release***

**STEP 1: The outline.** Make an outline of the most important points that you want to get across. Use this a guideline. Don't follow it exactly. The biggest mistake a writer can make is trying to follow protocol too much. Don't get caught up in the who, what, when and where's. A press release is an informational tool, but that does not mean it has to be BORING. Editors get a million press releases on the desks on any given day. When appropriate, brighten it for them. Make them giggle, smirk, or even get their blood boiling a bit. The only caveat to this golden rule of writing is when you are writing about hard news, something serious, life-threatening or of worldly concern, otherwise, dazzle em'.

**STEP 2: The headline.** GRAB EM'. If you miss here, you may never get them to read on. When appropriate, be mysterious and leading in your headline...give the reader some intrigue to read on. This will set the tone of the entire press release, so give this plenty of thought because the headline is your guide and will take you down the right or wrong path.

**STEP 3: The sub headline.** BE more straightforward here. For those readers that are impatient, your game might not be there style. Tell all here.

**STEP 4: The first paragraph.** Use the first paragraph to get to know your reader. Bond with them. Speak directly to them. Tell them what you want to tell them in a way that they can and will respond.

**STEP 5: The body.** Okay, here's where you go to the old faithful, the five W's. Hit it, tell them everything they need to know in a concise, and informative manner.

**STEP 6: The quote.** Why you're doing this should be explained in the quote? Remember to make the quote quotable. The person being quoted is a person, so make sure you make them speak like one.

**STEP 7: The test drive.** Read it aloud as you'd want your reader to read it to themselves. Did you stumble on any words or sentences? Rewrite what sounds awkward or unclear.