

FOR IMMEDIATE RELEASE:

CITY/DATE: The dateline should be the city your press release is issued from and the date you are sending it.

Your Snappy Headline Here!

This headline is very important, as it should grab the attention of the journalist or editor. Use a bold font that is larger than the paragraph text. Do not use fancy fonts - stick to the basic ones - Arial, Verdana, trebuchet etc. Keep the headline to 80-120 characters. Capitalise the first letter of each words in the headline - this makes it easier to read. *Exceptions to this rule are: "a", "an", "the", "of", "to", or "from" or any word that is three characters or less.*

Your sub-heading here (optional)

This is used to support your short & snappy headline and opens your first paragraph:

Your first paragraph needs to get your reader's attention and convince them to continue reading. Present it in order of importance with the exciting and newsworthy aspects first, include all the main facts, the name of your company and whatever product/service/event you're launching. e.g. "MumsClub, a free web based support network for business mums is launching XYZ, a service to further enhance the business success for all mums in business." It should be written in a clear and concise manner with the opening sentence containing the most important information; keep it to 25 words or less. Keep in mind our top tips; your story must be newsworthy and factual; don't make it a sales pitch or it won't make it past the editor's desk.

The main body of your press release where your message should fully develop, talk about why your product or service is unique, describe its benefits, all relevant information and answer the "5 W's". If writing about a product, make sure you include details on when the product is available, where it can be purchased and the cost. If you're writing about an event, include the date, location of the event and any other relevant information.

Don't forget your expert or newsmaker quotes, and if possible quotes from satisfied customers. They should be quotes from credible sources; include their title or position with the company, and indicate why they are considered a credible source. Always include information on any awards they have won, articles they've published or interviews they have given.

Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. It should be between 500 and 800 words, and spell checked for errors. Don't forget to proof read for grammatical errors. The mood of the release should be factual, not hyped; don't use a sales pitch, as it could ruin your credibility with the reader, and again, not get past the editor.

The final paragraph before the company information should read: "For additional information on (enter the subject of this release), contact *your name* or visit www.yourdomain.com". If you offer a sample, copy or demo, put the information in here. You can also include details on product availability, trademark acknowledgment, etc. in this area of the release.

Notes to Editor: Additional Background information on your company - when it was launched, where it's headquartered, any particular accolades or achievements, its main areas of activity, etc. - and any additional information not provided in the body of the release.

Contact details: Your name, address, telephone/fax number and email address should appear at the bottom of the release so you can be contacted easily if they require further information.

Appendix: an appendix that provides brief, newsmakers, as well as who to contact for further information.

ABOUT *YOUR COMPANY NAME* - End the press release with brief additional history information on both the newsmakers and the company; a description along with the products and services it provides. Try to do this in one short paragraph and add "For additional information or a sample copy, Contact: (all Contact information)."

In general a press release shouldn't be more than one page long, however if you do need to, use the word "more" between two dashes centred at the bottom of the page to let the editor know that another page follows: – **more** –

Then, at the top of the next page have an abbreviated headline:

Abbreviated headline (page 2)

Then recap: At the lower left hand corner of your last page restate your product's specifications, highlight a product release date. Add the remainder of text.

(Restate Contact information after your last paragraph):

To end the document:

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(This lets the recipient know they have received the entire document)