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INFORMATION

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MEDIA

CORPORATE

REPUTATION MANAGEMENT

How To Get More PR With Less Effort: *Three Principles for Writing High-Quality Press Releases!*

You would think that writing a press release is easy these days. Just conceive some fodder about your company and email it to a few editors. Right? Very wrong! Public relations is about building great relationships with key editors in your industry. Why is this important? Because, with so much information available on the Internet, it's difficult to be heard these days.

Public relations should be a key strategy and tactic within your marketing plan. Even though PR and Advertising still should be separate, even though the lines are somewhat blurred these days, PR helps you gain maximum exposure, boosts your SEO, and gets your message out to audiences that you may not have been able to reach.

Public relations is also about your company's reputation. It is so vital these days to put a reputation management plan in place. But that's for another white paper. Today, I'm giving you three basic principles that will help you write better, more effective press releases, whether it be about your company, a new product, or a corporate announcement.

Principle #1: Key Ingredients of a Quality Press Release

If you've had any training in the public relations field, I'm sure you've heard the 5 W's: who, what, when where, and why.

You must always answer these five questions before writing the first word of a press release. For example, can you answer the following questions? Who are you? What does your company produce? What are you promoting? When will the product be available? Where can people get your product? Who are the types of people who use your product? Do you serve only the US market or are you worldwide? Can the readers of the press release purchase your product directly from you or do you have a distributor network? And most importantly, why should the readers use your product?

Make sure the information you are providing is newsworthy.

Don't just rehash a new product that you promoted last year. If you have a new application or a new market that you are serving, then the editors might deem your press release to be newsworthy.

Editors receive hundreds or even thousands of news releases every day. It is very difficult for them to sift through the junk. So, make sure your press release stands out by being well written and newsworthy.

Write in an inverted pyramid style, that is, placing the most important information first and the least important at the end. This will help the editing process if you follow this rule of thumb.

The first paragraph should include some compelling information about your product. Why is it novel? Why is it better than the competition?

The second paragraph should have more detail. You don't necessarily need a quote from your CEO, especially if you are writing a product release for the trade press. But, at times, it is good to place a quote from a key executive at your company to help explain why the product was developed.

And don't forget to include a contact name, phone number, email, and website information. The editors may need further information or may even want to interview you or someone in your company for an

expanded article. So, give them an easy way to contact you.

Many of my clients now have a Press Room or dedicated page on their website making it easy for editors to download their latest press releases and product images.

Principle #2: Write a Compelling Headline

Make sure your press release headline is persuasive and that the lead in the first paragraph is eye-catching. But, please don't embellish your product or company. Don't use any superlatives. Public relations is not advertising. You want to state the facts but in an attention-getting way. Do not give opinions. Just state the facts.

Wordsmith the press release until you are satisfied with the headline and the lead. The headline should summarize the most important point of your story.

Don't use too much jargon. It is better to write in a clear and easy to understand style. Using technical terms would be appropriate only if you are

submitting your release to an industry technical journal.

Remember Search Engine Optimization. Your headline should be no longer than about 70 characters. Make sure you also use keywords that are appropriate to your company and products within the body of the press release.

If you don't have a copy of the AP Stylebook, order one immediately. Check out their [website](#). The Stylebook is updated every year. They offer various products such as a printed version, an online version, and even a Checking Tool as a plug-in for Microsoft Word.

Principle #3: Easy Ways to Submit Your Press Release

Ensure that you have an up-to-date list of the key editors and journals in your industry. By building relationships and having regular contact with these editors you will know if any personnel changes have taken place. If you do not have a good list, do some research

on the Internet. A good place to start is with a company formerly called SRDS Media Solutions (Standard Rate & Data) based out of Chicago - www.srds.com *Note: they are now called Kantar Media.* They have editorial profiles, personnel contacts, issue dates, and special issue calendars for hundreds of thousands of publications, magazines, newspapers, radio, and TV. They now have search capability online. However, they do charge a subscription fee. If you want to search on your own, most of the journals' websites and/or media kits list the editor-in-chief or other specialized editors.

If you have a good relationship with the editors on your list, send them a personal email explaining why you think their readers would be interested in your press release. Ensure your target audience equates to the readers of the journal. There is nothing worse than pitching to an editor whose readership has nothing to do with the product you are pitching.

There are also news distribution outlets like PR Newswire (now called Cision) www.prnewswire.com, Businesswire (www.businesswire.com) and PRWeb (www.prweb.com) to name a few. There is a cost per press release. It will depend on which newswire you select and which industry. These are members-only organizations and some charge an annual fee along with the cost of each press release. So, you may want to DIY the distribution if your list is significant enough and you have good working relationships with the editors.

Special Offer

We hope you enjoyed this article and found these principles enlightening. If you need some help in developing your press release content, we're offering a **FREE** one-to-one 30-minute consultation. Complete the short questionnaire:

<https://kiwi-comm.com/marketing-transformation-session/>

and we'll schedule your personalized session.

KIWI Communications, Inc. is passionate about marketing. We help C-level marketing executives position their company and tell their story in a way that generates trust, creates credibility, and connects with their customers. By using our unique problem/solution methodology, you'll learn how to resonate with your prospects to generate more leads than ever before and create a level of influence in your marketplace. Are you ready to powerfully position your company so you too can create more opportunities? For more information, visit our website.