

13-Step Checklist for Writing a Splendid Press Release



Keep your headlines crisp

Journalists sift through endless press releases in their mailbox, and a well-written, newsworthy headline stands out. The headline should capture the message of the entire release in one sentence – keep it concise and use relevant keywords that help with search engine optimisation.



Reinforce messages with sub-headlines

Include sub-headlines, if possible, with important tidbits of information to expound on the key message. Include different keywords from the headlines to further boost search optimisation.



Stick to the point

Press releases should focus on one targeted message – be it a company announcement, product launch or release of research findings – with supporting evidence and information reinforcing the main point. For instance, if the press release is a product release, supporting evidence should include product details, how it benefits users and quotes from executives on why it is important.



Invert the pyramid

Similar to news reports, craft your release in the inverted pyramid style, starting with the most important information. You're trying to sell your story to the journalist, and you'll want to mention all the juicy bits before they lose interest.



Write with an active voice

Use active sentences as much as possible – this keeps the press release tight and straight to the point. It also reads more smoothly and journalists can re-purpose the content with ease. For instance, instead of writing 'the Super Teleporter 3000 is being sold by Mad Science Company' (passive), it's better to say 'Mad Science Company sells the Super Teleporter 3000' (active).



One page is all you need

Aim to keep your press release to one page, which is usually the optimal length required to share your key message, and provide the most relevant and important details.



Make it human

Share your spokesperson's thoughts on the announcement through quotes to humanise the message and build recognition of the company's leaders, particularly important for smaller, newer businesses. When possible, include comments from a third party partner to offer an outsider's perspective on the announcement. Quotes work as 'sound bites' that journalists can use in their stories.



Top it off with a boilerplate

Include a company summary in a few sentences – also known as a boilerplate – at the end of the release. Be sure to include when the company started, more about its services, and where the company is headed in the future. This makes it easy for journalist to learn about or be reminded of the company.



Leave your digits

Don't forget to include a point-of-contact for any questions – be it a rep from the company or PR agency.



Build necessary links

Hyperlink relevant topics in the press release to boost search engine optimization and help journalists better understand relevant people, companies and issues they might not have a firm grasp on.



Display your brand

Include your company logo at the top of press releases to increase brand recognition and strengthen journalists' brand association to your company.



Train your eye for formatting

Misaligned paragraphs and mismatched fonts stick out like a sore thumb, reflecting badly on the brand. Make sure fonts are the same throughout, the text is properly aligned, and use bold and italics for the headline and sub-headline respectively.



Check and double check

Grammar mistakes are a big no-no, so print out your press release and let someone else review the piece with a fine-tooth comb. Ensure the press release is perfect when you hit send.

To find out how Mutant can help with your press releases and media outreach, drop Joseph a line at Joseph@mutant.com.sg.



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