How to Write a Press Release in 2021

# Rules & Best Practices

### A Dictionary Will Tell You That A Press Release Is An Official Statement Giving Information To Journalists About A Noteworthy Event. The Purpose Of A Press Release Is To Inform Journalists Your Company News. However, The More Important Consideration Is **Why** You’re Sending A Press Release.

# Are Press Releases Still Good For SEO?

If your content is amazing, you follow rules and best practices, people will share it on social media or link to it on their own sites, gaining you quality links **That** **Will Boost SEO**!

* Formatting
* Press release should be One - Two pages 1.5 spaced APA Style
* Proper use of: commas, structure, punctuation, grammar
* Provide a link to a product, company, or blog page
* Structure
* Headline – Title & Sub-Title
* Lead Paragraph
* The Body
* Quote
* Contact Info

## Catchy Headline – Relevant

Headlines should be briefly and clearly expressed. Optimized headlines are in ALL CAPITAL LETTERS, **boldfaced**, include a primary keyword and an *action verb*. Grab people’s attention, make it compelling! **FULL SEND!!!**

## Lead Paragraph - The First Paragraph

### A Journalistic Style – The Five W's -- Who, What, Where, When, and Why + How

Content needs to be optimized for search engines, the lead paragraph needs provide the essential information. It needs to provide the who, what, when, where, why, and how of your news story.

## “The Body” – Press Release Body Content

In most writing, Once Upon a Time, you develop a plot and The End. News or Press writing gets straight to the point. The key message is stated at the beginning. and the rest of the information reveals itself from the most important to the least important. Also known as “the inverted pyramid” structure. It’s the structure of all news stories, and it should be the structure of all your press releases.

### Tarantino It

[**Tarantino-it**](https://www.urbandictionary.com/define.php?term=Tarantino-it) When you start a story by telling the end and then going back to the beginning to finish telling the story.

## “Quotes” – Press Release Body Content

Quotes add flavor to press releases. Provide at least one quote, preferably two, from a credible source that backs up the information in your press release. An executive or someone directly involved in the story. Source quotes, work your networks.

### Properly Punctuate Your Quotes – “The Rules”

1. Put the comma inside the quotation marks.
	1. “Our company is reaching a larger audience than ever before,” Kelly L. said.
2. Capitalize the first word of your quote
	1. “It may be expedient but it is not just that some should have less in order that others may prosper.” ― John Rawls, A Theory of
3. If the tagline comes first, the comma comes before the quotation marks.
	1. The comma came comes after the word EX: “said,” not after the quotation marks.
4. If a quote ends the sentence, then the final punctuation goes inside the quotation marks.
	1. She said, “We weren’t sure what to do next, but then the answer hit us.”
		1. Exception: If the sentence itself, but not the quote, is a question. Example: Did Susie Q. say, “The answer hit us”?

## Bullet Points

Format key points into a bulleted list.

* Benefit or feature #1
* Benefit or feature #2
* Benefit or feature #3

## Contact Information

You need to provide your contact information so that journalists who want to run a story can reach you.

* [LOGO]
* [Contact Name]
* [Organization Name]
* [Phone Number]
* [Email]
* [Website URL]
* [Twitter @Username]
* [Facebook Page URL]
* [YouTube Channel URL]
* [Other]

# Conclusion

At the bottom of a one-page PR add three signs (###), the number thirty (-30-), or the word “: end": in capital letters (END). These signify the conclusion of the release. Write “: continued": at the bottom of the first page, and on subsequent pages, until you get to the final page.

## EXTRAS

### Important tips to keep in mind when writing your press release:

* Write in the third person.
* Best performing releases are 400-500 words.
* Add screenshots and other photo, video, ad media.
* Get straight to the point (no fluff).
* Speak straight to readers (no jargon).

PRESS RELEASE TEMPLATES

# New Product or Service

Use this template for announcing a new service you’ll be providing or a new addition to your product line.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced [name of new product/service], a new [product/service]. [Name of new product/service] is [description of product/service] and offers a new way for [target customer type] to [benefit or features].

“[Quote from higher-up in the company about the product/service],” says [name], [title] at [company]. “[Additional quote].”

Features and benefits of [product/service] include.

* Benefit or feature #1
* Benefit or feature #2
* Benefit or feature #3

[Product/Service] will be available starting [availability date], at [price point]. For more information on [product/service], visit [URL of product page].

**About [Company]**: [3-4 sentence description of your company and its recent accomplishments, if applicable].

# Fundraising

If you’ve raised a round of fundraising, announce it with this press release template.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced a new round of series [letter] funding of [sum of money] at a valuation of [total valuation (if you choose to disclose)]. This round of funding was led by [name of lead investor] with participation from [name of other participating investors, if applicable].

“[Quote from investor representative about the funding],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from higher-up in the company about the funding],” says [name], [title] at [company]. “[Additional quote].”

This new round of funding will be used to [main reason of fundraising]. Specifically, the areas that the company will focus on are:

* Area of focus #1
* Area of focus #2
* Area of focus #3

[Summarize the company’s growth accomplishments to date so readers are caught up on the company’s progress].

**About [Company]**: [3-4 sentence description of your company and its recent accomplishments, if applicable].

# New Partnership

This release is for announcing partnerships and/or product integrations. There is a separate template for mergers and acquisitions, so head there if that’s what you’re announcing.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced a new partnership with [partner/company name]. This partnership will [goal of partnership to new and existing customers].

“[Quote from higher-up in the company about the partnership],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from new representative of the partner about the partnership],” says [name], [title] at [partner company]. “[Additional quote].”

The benefits of this new partnership include.

* Benefit or feature #1
* Benefit or feature #2
* Benefit or feature #3

**About [Your Company]**: [3-4 sentence description of your company and its recent accomplishments, if applicable].

**About [Partner]**: [3-4 sentence description of the new partner and its recent accomplishments, if applicable].

# Momentum or Milestone

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced [description of momentum or major milestone]. This milestone is a major move for [company name] on its mission to [main goal of company]

“[Quote from higher-up in the company about the milestone],” says [name], [title] at [company]. “[Additional quote].”

This news comes in the wake of many recent initiatives and accomplishments of the company, including:

* Initiative or accomplishment #1
* Initiative or accomplishment #2
* Initiative or accomplishment #3

[Additional quote, if desired].

To learn more about [milestone], click here [link to website page about the milestone].

**About [Your Company]:** [3-4 sentence description of your company and its recent accomplishments, if applicable].

# Hiring an Executive

Announcing a new CEO, executive, C-level professional? Tell the world your good news with this template

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced that [name of new executive] will be joining [company] as [title], effective [date of joining].

[Name] will be joining company from [former company], where [he/she] was [former title] for [length of tenure]. [Name] will be brining [his/her] experience in [area of expertise] to [company] to [goal of company or role].

Additionally, [name]’s experiences that will benefit [company] moving forward include:

* Experience 1
* Experience 2
* Experience 3

“[Quote from new executive about joining the company],” says [name]. “[Additional quote].”

“[Quote from higher-up in the company about the hiring],” says [name], [title] at [company]. “[Additional quote].”

[Additional quote, if desired].

**About [Your Company]:** [3-4 sentence description of your company and its recent accomplishments, if applicable].

# Winning an Award

You won an award? Congrats! Use this template to publicize the great news.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: On [date of award win], [award giver] named [company] the winner of [award] at [event]. The award recognizes [reason for award]. Previous winners include [name previous prestigious winners of the award, if appropriate].

“[Quote from higher-up in the company about the award],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from award giver about your company’s win, if available],” says [name], [role] at [award giver]. “[Additional quote].”

[Input additional content about the award, the ceremony where it was presented, and/or the methodology of award selection, if appropriate].

**About [Your Company]:** [3-4 sentence description of your company and its recent accomplishments, if applicable].

# Major Customer Acquisition

Finally, you signed that household name company as an official customer. Use this template to highlight the achievement and the details.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today announced it has signed on with [customer name] as their [product/service name] for [function of product/service]. [Company name] is excited to partner with [new customer] to provide [benefit of product/service].

“[Quote from higher-up in the company about the new customer],” says [name], [title] at [company]. “[Additional quote].”

“[Quote from customer about partnership],” says [name], [title] at [partner company]. “[Additional quote].”

[Additional brief overview of the deal’s details and/or benefits, if applicable].

**About [Your Company]:** [3-4 sentence description of your company and its recent accomplishments, if applicable].

**About [Partner]:** [3-4 sentence description of the new customer and its recent accomplishments, if applicable].

# Merger/Acquisition

If you’re merging with, acquiring, or being acquired by another company, announce the news and briefly outline the details here.

FOR IMMEDIATE RELEASE: [Date]

[Contact Name]

[Organization Name]

[Phone Number]

[Email]

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

**[City, State]**: [Company name] today it has [merged with/acquired/been acquired by] [company], effective [date].

“[Quote from higher-up in the company about the new merger/acquisition],” says [name], [title] at [your company]. “[Additional quote].”

“[Quote from higher-up in second company about the new merger/acquisition],” says [name], [title] at [second company]. “[Additional quote].”

For more information on how the [merger/acquisition] will affect current customers, please click here [link to further information].

**About [Your Company]:** [3-4 sentence description of your company and its recent accomplishments, if applicable].

**About [Other Company]:** [3-4 sentence description of the new customer and its recent accomplishments, if applicable].