

GUIDE TO CREATING A PRESS RELEASE BRIEF

Press release writing is a specialist copywriting skill. For a press release to be effective it doesn't just have to be well-written – correct spellings, grammatically perfect – it has to grab the reader's attention within seconds.

To get the attention of a journalist or blogger, the press release needs to have a newsworthy angle.

A press release is written to announce news, something that is interesting to a large audience (not just you and your company) and has recently happened.

Create a strong hook and relate it to a topical subject and it is likely to have even more appeal.

WHEN YOU CREATE YOUR BRIEF:

- Give us background information on your company including services/ products offered. How long you've been established, number of employees, key news over the last 6-12 months. Remember if you provide us with this information once you can save it to your account for future use so you don't need to add this each time.
- You can upload documents including brochures and old press releases as part of the brief creation process. These are really useful for our writers to gain background information and an understanding of industry terms.
- Tell us what you can about the story in question. What do you want to achieve? What do you want readers to know and think when they read the finished press release? When did (or will) this 'news' happen?
- If you're launching a new product, tell us exactly when it has been (or will be) launched. Why is it interesting? What makes it different? What or who is the competition?
- Tell us if you know of anything topical we can link the story to. Are there national news stories that we can use to add credibility to what you're saying? Has there been a recent relevant industry survey?
- Do you have a company spokesperson we can quote within the release? If so let us know their name, their role and what they think about the news. Try not to try to write a press release quote and instead ask your spokesperson to speak naturally and honestly. The worse kind of manufactured quote starts with "We're delighted to announce ..." *Boring!*
- Add photos. We can't stress enough how important it is to send good quality images with your press release. If we're distributing too you'll need to upload images when you send us the brief. Read our [guide to supplying images](#) for more information.

*The Oxford Dictionary defines **news** as 'information about important or interesting recent events'*

*and **newsworthy** as 'topical; noteworthy as news'.*



**CLICK HERE TO
PLACE AN ORDER**