Build Your Brand:
Writing a Press Release
that Stands Out

Identify the purpose of your press release

Once you've identified the purpose of your [press release format](#), it's time to think about what you're trying to promote, announce or share. What is it that is important to your audience? Why are they interested in this information? What can they do with the information and how will they react if they read it or hear about it?

Craft a compelling headline

A headline is all about grabbing the attention of your reader. It should be short and descriptive, but also easy to understand, relevant to your brand, and memorable.

The best headlines are short—no more than two or three wordsThe second most important thing about a good headline is making sure it has some kind of rhythm or flow to it. If you're wondering how I know this stuff? Because I write them!

Create A Concise But Informative

The lead paragraph should be clear and concise, with a few key points. It's important to use bullet points so that the content is easy to read. If you have multiple paragraphs in your <u>press release example</u>, keep them short—no more than three or four sentences each.
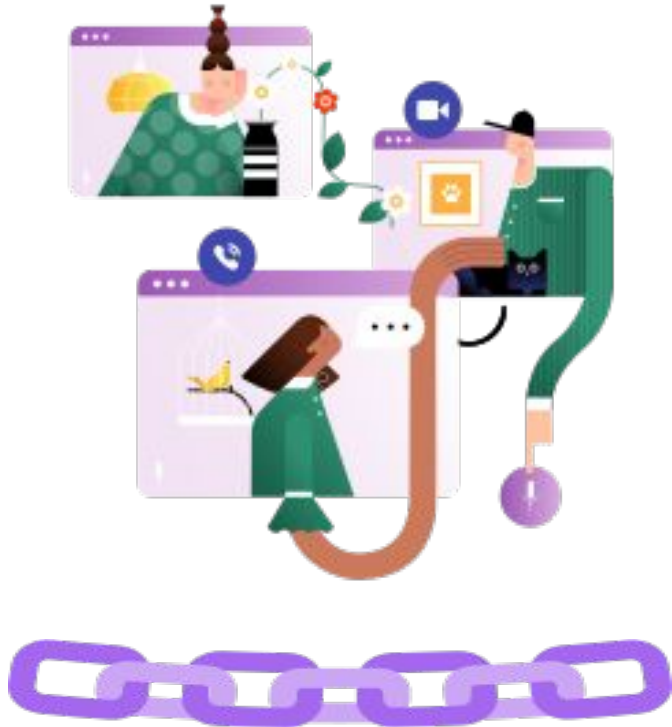
Make sure the body of the press release contains relevant information

Keep it short: Press releases should be no longer than 1,000 words. If you have too much text to fit into a 1,000-word limit, consider breaking it up into two parts or adding more paragraphs to illustrate some points.

Include Hyperlinks

Hyperlinks are a great way to tell your story. They're also useful for sharing information about your brand, and they can be used to show off the personality of your company.

Get in Touch!

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