# How to Write Informative And Attention Grabbing PR Newswire

## PRESS RELEASE POWER

# How to Write an Educational and Captivating PR Newswire

When it comes to writing a press release, many PR professionals are guilty of using their news releases as an excuse to run long, rambling messages that lack any kind of focus or direction. That's not just bad form, but also a waste of your time and theirs. You want to write concisely - not wordy and dull - so you're going to have to get really good at knowing what makes for an attention-grabbing PR newswire release.

# Include links within your story body



Include links within your story body. Links are great for driving traffic to your website and supporting your claims, but they can also be used to provide more information about the story or bring attention to a specific part of it.

# Create an engaging press release summary

In order to create an global news wire press release summary, you need to make sure that your readers are able to understand what the story is about within a few sentences. If they can't, they might not read on and thus miss out on all of your juicy details.
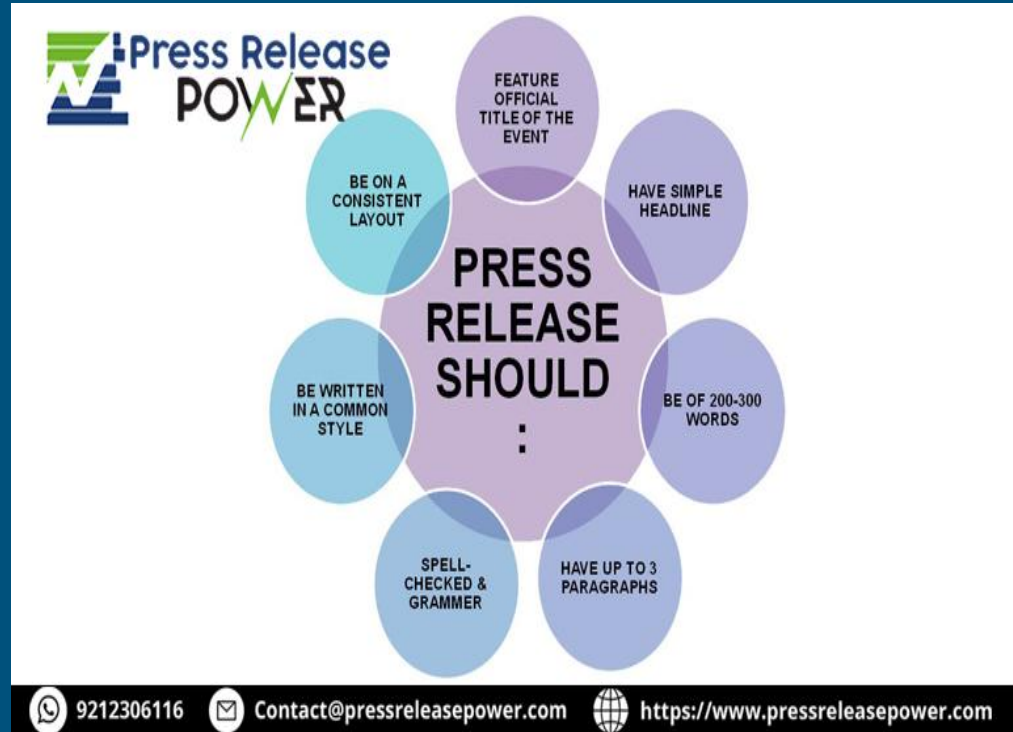
# Select the Right Newswire Service

The first step to creating an effective press release is selecting the right newswire service. If you're a small business, PRNewswire may be a good choice for you. If not, BusinessWire might be better suited for your needs.

It provides news distribution services across multiple industries including technology, healthcare, entertainment and more--but they primarily focus on B2B technology companies (eCommerce sites) as opposed to B2C businesses like Amazon or Netflix that have more consumer appeal than say Microsoft or Oracle would have because their products are geared towards businesses rather than consumers who are looking for something specific like accounting software versus entertainment apps like Hulu or HBO Go where people just want something entertaining without having any professional need for it outside of maybe needing some downtime from work every now again which makes sense why these types companies would target another audience altogether

# Create a catchy headline



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The headline is the first part of your press release that a reader will see, so it's important to make it as captivating as possible. The best way to do this is by creating an intriguing phrase that encourages readers to continue reading through the rest of your story. You should also make sure that you choose words or phrases that are relevant to what you're writing about, so that readers know exactly what they're getting into when they click on your link or open up their email inboxes and see this PR Newswire waiting for them there!

# Write a great teaser or summary

When you're writing your press release, it's important to include a short summary of the news release at the top of your document. This is called a "teaser" and it should be no more than 100 words long. The purpose is to draw readers into your story and make them want to read more. Use keywords in this section so search engines can find your story when they search for those terms (more on that below).

You can also use quotes from experts who agree with or endorse what you're saying about your company or product/service. These quotes add authority and credibility to what you have written which will help convince readers of its truthfulness--and hopefully get them interested enough in what else they might learn by reading this information! If possible, try including one quote from an executive within your business such as CEO or COO etc., but only if they are willing because if they don't agree with everything then there could be negative repercussions later down road if things go wrong due lack communication between departments within organization structure so keep track record everything carefully before going public."

# With the right approach, you can transform reams of text in your PR news release

You can use a news wire services to write your press release. The best way to do this is by selecting the right service and making sure you have a catchy headline and summary. You need to make sure that you have a catchy headline, as this will make all the difference when it comes to getting attention from journalists and influencers.

# **<u>Conclusion</u>**

There are several tips and tricks you can use to make your **prnewswire** release more interesting and engaging. By following these seven steps, we're confident that you will be able to create a great story for your audience.

# Get in Touch!

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