

## **15 Steps to Successful Press Release Writing - *by David Landis***

- 1. Do your research. Find the news. Don't just cut and paste information from elsewhere. Verify the information.**
- 2. Include your client – and the event date/time – in your headline**
- 3. Make sure your client – and a link to their URL – are included in the first or second sentence of the press release.**
- 4. Use the “inverse Pyramid” style of writing: most important news and information at the top of the release.**
- 5. Start the release with something that will grab the reporter's attention: a statistic, a question, some news trend, data points.**
- 6. Think like a reporter: create a real story with your press release. The story should have an “arc”: a beginning issue or problem; a solution; and a call to action at the end.**
- 7. Always include a quote from your client whenever possible.**
- 8. Make your quotes specific and descriptive, not generic. “We are delighted. . .” is the worst kind of quote.**
- 9. Always include a call to action at the end, with a URL/phone number for the client.**
- 10. Always use active, not passive verbs.**
- 11. Don't use run-on sentences. If the sentence is more than 2 lines, it's a run-on. Create two sentences.**
- 12. Include photos videos in your release wherever possible.**
- 13. Let reporters know at the end how they can contact you for photos, video or interviews. And add a “calendar editors, please note” section if it's an event with all the important details: who, what, when, where, cost.**
- 14. Spell your client's name correctly. Check it twice. And then once again.**
- 15. Proof, proof, proof before you submit your press release to your supervisor. And check the facts to make sure they are correct. Don't assume because it appeared somewhere else that it's factual.**