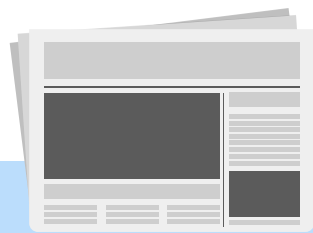


ANATOMY OF A PRESS RELEASE

10 STEPS TO A TERRIFIC PRESS RELEASE



1 IRRESISTIBLE HEADLINE

Subheadline with Additional Details and SEO Keywords



2 **Company**
Date, Time/Zone

3 **CITY, State, Date** -- Your **first sentence** goes here. This is where you put the TOP details of your Press Release and grab the attention of your reader

4

Continue with the most important information of your release. Give **the 5 W's** first: Who, What, Where, When, and Why.

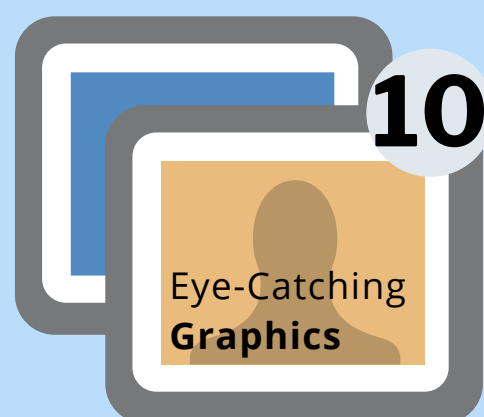
5 Place your story in **context**. Explain any background, technology, legislation, or other details necessary to understanding your breaking news

6 "Place a **relevant quote** from a company or industry representative here"

"Here's another opportunity to add a relevant quote from a company or industry expert."

7 Follow your quotes with **supporting details**.

- Use reader-friendly **bullet points** to make it easy for reporters to grab fast facts
- Include **statistics** with **sources**, so it's easy for them to verify your information
- Highlight **features** and **benefits** of your products, services, or events



10

Call to Action

8

Tell your reader how to take the **next step**: where to go, what to do, or whom to contact.

9 BOILERPLATE

The **boilerplate** is a standard business description telling who you are, whom you serve, and how you do it. It will be similar to the About copy on your website, social media profiles, and all your publications. Adjust your basic boilerplate as necessary to support the theme of your publication or press release.



FOR MEDIA INQUIRIES CONTACT:

Name and position of your media contact
Email
Phone Number

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