

"A-Ha!" Press Release Cheat Sheet

Your value-enhancing, status-building, media attention grabber!

Tip: If your release is related to other timely news, trends, or doings – globally or locally – use that as a brief starter paragraph (a "hook") before #1 below.

- 1.** **"WHAT** do you have to announce?" *This is the standard "who/what/where/when/why" bit – i.e., "On Friday, January 16th, from 9am-4pm, Frank's Plumbing and Heating is hosting an Open House to welcome the community to its new location at 123 Anywhere Lane, in Yourtown.*

- 2.** **"WHAT** are the details?" *Expand on the announcement. Use quotes from relevant people like the business owner or an expert on the topic, provide additional unique or unexpected facts ... in other words, give the media more reasons to run the release.*

- 3.** **"WHERE** can the reader go for more information?" *In addition to providing administrative notes about pricing, limited space, reservations required, and so forth, this last paragraph is where you also say, "For more information, contact [person's name] at [person's contact information – phone, email, or both]."*

- 4.** **"ADD** your boilerplate!" *Also called a resource box, this is where you say what you do, who you do it for, and promote a low-risk way for readers to take a next step with your business. For example: "Frank's Heating and Plumbing has served Manchester, NH families for more than forty years. To request a free test of your home's boiler efficiency, and our free five-step guide for reducing your heating costs, visit www.FranksHeatingAndPlumbing.com." (This statement usually stays the same from one news release to the next.)*

Bonus note: Got a photo that's relevant to your news? Send it along with your release – it may increase the odds of publication!