# 16 Press Release Essentials So Your Story is Found and Read

Press releases aren't dead - but they have changed! Most press releases are ignored by everyone except the person who wrote it. If you want your release to get read by the media and shared with their audiences follow the new KISS rule: Keep It Simple and SEO!




## Before Your Write

1. **Newsworthy Information**: Have a good story to share, something your audience wants to know more about.

## Format & Style: Details Matter

2. **Logos and Branding**: Write your press release on letterhead with your brand logo.
3. **Compelling, Catchy Headline**: But NEVER use click bait and be accused of #FakeNews.
4. **Facts**: Don't forget the 5 Ws - Who, What, When, Where and Why
5. **Spelling Counts**: Run a grammar and spellcheck tool, then run it again!
6. **Skip the Jargon**: Unless you're writing a paper targeted to a very specific, narrow audience keep your writing clean and clear: but not boring!
7. **Quote Your Featured Subject**: Highlight key messages and quotes by using bold fonts, italics, shading and boxes so they stand out from the rest of your copy.
8. **Optimize Your Release**: Most press releases are found and read online, so be sure to follow SEO copy best practices including keyword strategy, links, headlines, and images.
9. **Images and Videos**: Show don't tell - people and search engines like images, so include relevant photos and videos. :
10. **Include Links and Social Share Buttons**: Make it easy for your online readers to find out more information and share it - not necessary if you're using an online press release platform.

11. **Close With Background Info**: End your press release with basic background on the company or subject you're featuring.
12. **Sources**: If you're stating a fact or statistic, quote the source so you don't get accused of not being credible - and risk getting ignored by serious media.
13. **Include a CTA**: What do you want the reader to do - featured links to more information or to take your desired action should be easily seen.
14. **Media Contacts**: Include the name, email and phone contact info if the media has questions about your press release.

## After Your Write

15. **Make It Timely**: Know when your target audience - media? the public? other businesses? are most likely to be online and not deluged by competing news.
16. **Follow-Up**: Develop and cultivate a list of key media contacts who cover your topic, and give them a personal call after you send the press release to be sure they saw (and read) it.

Created By Catherine Russell - https://hirecatherine.com