What You’ll Find in This Press Release Template

In this document, provides a foundation for creating your press release.

The template on the next page will walk you through how to build a press release. Keep in mind that we are living in a world where the customer has control of their research into new products or services, so be sure to maintain an educational perspective in the release content.

Do not create a release which is over promotional. You will also need to distribute the release through the communication channels your ideal prospect participates within.

You should include your company logo at the top of the press release. If you are emailing your press release, you should also include a link to a high-resolution PNG of your logo.

If your press release uses two pages, the first page should end in with “-more-“ centered at the bottom of the page. Your final page should end with three pound signs, like this: ###

Once you have ended the text of the press release, it’s a good idea to put one final note at the bottom that encourages someone who would like more information to reach out to you. Something like: “If you would like more information about this topic, please call [Name] at [Phone number], or email [email address].”

Here’s a few press release formatting rules to keep in mind:

* Keep total length under 2 pages, or 400-500 words
* Avoid using “I”, “we”, or “you”
* Use a standard font, like Times New Roman or Calibri
* Bold your header & italicize your subheader
* Use 1” margins on white paper
* Last but not least: PROOFREAD

A press release is an opportunity to present your company in a highly professional manner. Be sure to proofread your press release a few times to make sure there are no spelling or grammar mistakes. You should also have a trusted friend or colleague review it for any errors you may have missed

FOR IMMEDIATE RELEASE: [DATE]

[Company Name] [Your Logo]

[Contact Name]

[Phone Number]

[Email Address]

HEADLINE (ONE LINE ONLY AND ALL CAPS)

*[Subhead: More Detail as Needed, Upper and Lower Case]*

**[Dateline: City, State, Month, Date}:** Your announcement starts here, and should lead with a strong first paragraph that clarifies what you are announcing, where, and its relevance to your industry. Don’t bury the lede: doing so makes it harder on reporters to find the information they need most, so get right to it in the first paragraph.

The second paragraph is the body paragraph to provide background information. It is the best spot for quotes but choose your quotes carefully. No reporter likes reading from a sea of people saying the same boring thing. Leverage quotes to build the importance of your story but also to shape your core messages. Whenever and wherever possible, include quotes from customers or partners who will benefit from the news, and avoid exaggeration.

The remainder of the body paragraphs serve to complete the story you have introduced in the headline and 1st body paragraph. Be sure to write in a journalistic style so that media outlets can use your text as-is. Use short paragraphs (2-4 sentences), and feel free to include statistics, hyperlinks, media content and quotes.

Keep in mind that the goal of the release is to provide clear, concise context on the story--you can always including more detail or links to additional testimonials in your pitch emails or on your blog. Some additional words of wisdom:

* Nobody likes long blocks of content, so use bullets to your advantage to break up the text
* Use language people can actually understand. If you had to use thesaurus.com to find it, delete it
* During your final edit, be honest with yourself on whether or not you are truly focused on what is newsworthy about this announcement. If not, revise accordingly.

**About Your Company:** This is a placeholder for a short, 3-4 sentence description of your company along with a link to your homepage. Double check to ensure the first sentence accurately and clearly describes your business in a manner that could easily be lifted and translated by a reporter.

**###**