

Title:

Top 10 Tips For Writing A Good Press Release

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622

Summary:

Writing a press release doesn't need to be difficult. Here are 10 tips for writing a successful

1 - You are writing for journalists

Press releases aren't for customers or consumers they are for reporters, journalists who will

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Article Body:

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2 - Start with a strong "lead"

The first paragraph of the press release is known as the "lead". The lead needs to be strong,

3 - What is your angle?

The media are always on the look out for a good story. Your press release needs to be more than

4 - Who, what, where, when and why

A good press release needs to answer all of the "W" questions (who, what, where, when and why)

5 - Why should anyone care?

Company launches, new websites and changes of management happen all the time and so aren't interesting

6 - Add the human touch

Always use real life stories about how your organization identified a problem and solved it. Here

7 - Keep to the point

Use enough words to tell your story, no more and no less. Don't pad your release with unnecessary

8 - Limit the jargon

The best way to communicate your news is to speak plainly. You may need to use some jargon or

9 - Add an "About" section

Make sure you add an "About" section where you describe your company and services. This will be

10 - Add good contact information

If a journalist picks up on your press release they will want to talk with you. Just adding your

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