

# How to Create a Press Release: A Comprehensive Guide for Positive Thinking Business

A press release is a written communication that is distributed to the media in order to announce a newsworthy event or development. It is a powerful tool that can help you get your message out to the public and generate interest in your business. However, writing a press release can be a daunting task, especially if you are new to the process. In this guide, we will walk you through everything you need to know about creating a press release, including how to write it, format it, and distribute it.

## When to Write a Press Release

There are many different reasons why you might want to write a press release. Some of the most common reasons include:



### Creating a Press Release with Positive Thinking

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- To announce a new product or service
- To share news about your company

- To announce an upcoming event
- To promote a special offer or sale
- To respond to negative publicity

If you have something newsworthy to share, then a press release is a great way to get the word out. However, it is important to remember that press releases should only be used to announce truly newsworthy events. If your news is not newsworthy, then it is unlikely that the media will be interested in covering it.

## How to Write a Press Release

Now that you know when to write a press release, let's take a look at how to write one. A press release should be well-written and informative, and it should follow a specific format. Here are the key elements of a press release:

- **Headline:** The headline is the most important part of your press release. It should be attention-grabbing and accurately reflect the content of the release.
- **Dateline:** The dateline tells the reader when and where the press release was issued.
- **Lead:** The lead should provide a brief overview of the press release. It should answer the who, what, when, where, and why questions.
- **Body:** The body of the press release should provide more detail about the news announcement. It should be written in a clear and concise style.

- **Boilerplate:** The boilerplate is a brief description of your company. It should be placed at the end of the press release.
- **Contact information:** The contact information should include the name, title, phone number, and email address of the person who can be contacted for more information.

Here is an example of a press release:



***“FOR IMMEDIATE RELEASE***

***Contact:***

***John Smith***

***j.smith@company.com***

***(123) 456-7890***

***Company Announces New Product Launch***

***[City, State] – [Date] – [Company Name] today announced the launch of its new product, the [Product Name]. The [Product Name] is a revolutionary new product that will change the way people [do something].***

***The [Product Name] is the result of years of research and development. It is designed to be the most user-friendly and efficient product on the market. The [Product Name] is also backed by a team of experts who are dedicated to providing excellent customer service.***

***"We are excited to launch the [Product Name] and believe that it will be a game-changer for our industry," said [Spokesperson Name], CEO of [Company Name]. "The [Product Name] is the perfect solution for people who are looking for a better way to [do something]."***

***The [Product Name] is available now for purchase at [Website Address]. "***

## **Formatting Your Press Release**

Once you have written your press release, you need to format it correctly. The following are some tips for formatting your press release:

- Use a standard font, such as Times New Roman or Arial.
- Use a font size of 12 points.
- Double-space your text.
- Left-align your text.
- Use a one-inch margin on all sides of the page.

You can also use a press release template to help you format your press release. There are many different press release templates available online. Simply search for "press release template" and you will find a variety of options to choose from.

## **Distributing Your Press Release**

Once you have written and formatted your press release, you need to distribute it to the media. There are a number of different ways to distribute

a press release, including:

- **Email:** You can email your press release to journalists and editors at media outlets.
- **Social media:** You can share your press release on social media platforms, such as Twitter and Facebook.
- **Press release distribution services:** You can use a press release distribution service to distribute your press release to a wide range of media outlets.

When distributing your press release, it is important to target the right media outlets. You should research media outlets to find those that cover your industry and your target audience. You should also personalize your press release to each media outlet. This means tailoring your press release to the specific interests of the journalist or editor that you are contacting.

Writing and distributing a press release is a great way to get your message out to the public and generate interest in your business. By following the tips in this guide, you can create a press release that is well-written, informative, and effective.

### **Additional Tips**

- Keep your press release concise. It should be no more than two pages long.
- Proofread your press release carefully before submitting it.

- Follow up with media outlets after you have submitted your press release.
- Measure the results of your press release campaign.

## Resources

- How to Write a Press Release That Gets Results
- Business Wire: Press Release Distribution
- PRWeb: Press Release Distribution



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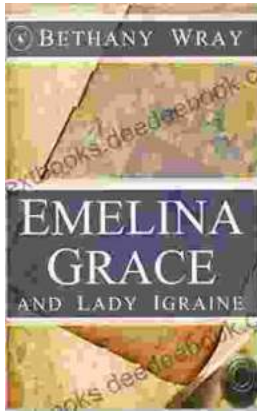
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