

# HOW TO WRITE A PRESS RELEASE

## THE SPA PR COMPANY MARKETING SERIES

### FIND YOUR NEWS ANGLE

Another name for press release is news release which sort of gives you a clue that this isn't purely an opportunity to talk about how great your brand is. First you need to find a newsworthy angle. This could be a new product development or innovation, significant anniversary, personal results from a survey, donation to charity, a thought leadership piece etc.

### IDENTIFY YOUR TARGET MEDIA

When you start writing a press release you need to know who you are writing for. This makes it a lot easier to write. For example, if it's about beauty and you're trying to get your brand featured by the top beauty editors, then make it relevant to their columns.

### WRITE A GOOD HEADING

Journalists receive hundreds of emails every day so make sure you use a creative subject heading and first paragraph which makes them stop and read on.

### ANSWER THE 5 W'S

By doing this you make it easier for the journalist to know why your story is relevant and important to them.

Who – is this from?

What – is the news?

Where – is this happening?

When – will this be ie launched/available?

Why – is this happening?

### ADD AN IMAGE OR TWO

Images and videos drive attention way more than text and research shows that press releases with images improves visibility by up to 5,000 per cent! If you use stock images, make sure you are allowed to use them for free. There are lots of free image websites like Pexels and Unsplash which have a wide range of images to choose from.

### INCLUDE A COMMENT

An expert quote or comment can humanise a press release particularly if it is quite specific and from someone of standing within the company. Also, don't forget to include a head shot of the person making the quote.

### HYPERLINK

By embedding a link into your press release, you can drive traffic back to your website which helps increase your search rankings. This is particularly important for coverage you might obtain on high quality, high ranking websites.

### ADD YOUR CONTACT DETAILS

Make it clear how the journalist can contact you if they need further information, images, videos, interviews or expert comment.