HEADLINE – Keep it to the point, don't ramble or try to be too fancy. Two lines at the most

Optional: Subhead / Summary. If needed, can include more details here.
Again, not too long, no more than 2 lines.

CITY, STATE – date – Opening statement that shares what is newsworthy about your press release. Include name of business / product / person that is the subject of the release and a sense of immediacy. In the second sentence mention the target audience and how the announcement affects them.

Next paragraph: Elaborate on the announcement. Include specifics or statistics.

Next paragraph 3: A quote from someone integral to the announcement. Proper quote format is as follows: "Interesting words here," said Phineas Ferb, title of this person. "And then there was that other interesting thing he or she said."

Next paragraph: Background and more details about the announcement. Why is this a big deal? More about how it affects the target audience. Anecdotes or examples.

"A final interesting quote," said last name of person who was quoted earlier. Or you can use a new person and use the earlier format that identifies the person, title and company or why they are qualified to be quoted here.

CTA: Call to Action. Include a call to action if appropriate such as how to sign up, buy tickets, volunteer, purchase, attend an event, contribute, etc.

About [THE COMPANY]

Company bio or Personal bio. Be sure to include a url for more information and other pertinent contact info. Need ideas for writing a short bio? Click HERE.

# # #

(Use # # # centered to indicate the close of the release. This is an old-school journalism practice, not necessary but sometimes I just like being old school!)

Brought to you by Dawn Mena, www.getcaptivatingcopy.com
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