

BUILD YOUR PRESS KIT LIKE A PRO

Press Release Structure

Headline -Keep it short and catchy
Subheading – Optional, but sentence length

Dateline – Location and date (include your city/state) followed by

Intro – Needs to grab attention and include the most important details you want to convey. Short paragraph length.

Quote –Avoid bland, empty statements. You can also use a quote from a renowned writer in your genre.

Additional Information – 1-2 impactful paragraphs at most about your book or event

Mini Author Bio – Use one short paragraph.

Contact Details – Include links to your website, email, phone number, social media.

NOTE: A PRESS RELEASE NEEDS TO BE NEWSWORTHY AND NOTEWORTHY.