

Marketing DIY – PR

How Do You Get Your Message Across?

Press releases are a very good way of telling people about your business. When your story is published in a business or trade magazine, it will be read by a wide audience. To help you get your press release published, follow these steps to make sure you include all the important information and give the editor a real reason to publish your news.

When you are writing a press release, use the SOLAAD format. Collect the information you need and you will be able to turn it into a powerful press release.

1. Subject - what is your press release about?

Example: The launch of a new workbook helping people to develop e-mail newsletters.

Use your subject to write a headline that is short and snappy.

2. Organisation - who are you?

Example: Appletree is the provider of one of the UK's best e-mail newsletter services.

Always use the present tense e.g. "We are launching ..."

3. Location - where are you based?

Example: This Berkshire based business has clients throughout the UK and Europe.

Make sure you include steps 1-3 in your first paragraph, so that the most important information appears first. That way, if editors stop reading after the first paragraph, they have already gleaned the vital facts.



4. Advantages - how will it help?

Example: E-mail newsletters help businesses to keep in touch with clients. This workbook is written without the use of technical jargon and is full of exercises showing readers how to put the theory into practice.

You can include a comment from a senior person at your company, such as the manager or chairman and try to introduce a pertinent element that has not been mentioned in the rest of the release. Avoid phrases like "we are delighted" or "we are proud to announce" and do not include too much quoted material.

5. Applications - how can it be used?

Example: Any business thinking about developing an e-mail newsletter can use this workbook to get started.

Always write in the third person - replace I, you, we and us with it, he/she and they.

6. Details - where and how much?

Example: The book costs £20 and can be ordered by e-mailing workbook@appletreeuk.com.

Also include the name, address, 'phone number and e-mail address of your appointed contact person, at the bottom of the release, so editors can contact you easily if they need additional information. Tell them if you have photos available, but do not attach them if you are sending your release by e-mail.

When you follow this structure, you will find it much easier to write concise press releases.

For more advice on using PR to promote your business, contact Appletree by calling 01635 578 500 or e-mailing Chantal@Appletreeuk.com

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