



Lamphills Checklist to Creating an Effective Press Release

Creating an effective press release involves several key steps and components. Having a comprehensive checklist like this can help you create a polished and effective press release that captures attention and conveys your message clearly. Below is the checklist:

Pre-Release Preparation

- Objective: Define the main goal of the press release (e.g., product launch, event announcement, company news).
- Target Audience: Identify the audience you want to reach.
- Research: Gather all necessary information, statistics, quotes, and background data.

Press Release Content

- Headline: Craft a compelling and clear headline that grabs attention.
- Subheadline (optional): Provide additional detail to support the headline.
- Dateline: Include the release date and the originating city.
- Lead Paragraph: Summarize the most important information: who, what, when, where, why, and how.
- Body: This will consist of three or more paragraphs. Paragraph 1-2 should expand on the lead paragraph with more details.
- While Paragraph 3 should include quotes from key stakeholders or experts. The additional paragraphs: should provide further information, statistics, and context.
- Boilerplate: Add a standard paragraph about the company, including background information.
- Contact Information: Include the contact details for media inquiries (name, email, phone number).

Formatting

- Length: Aim for 300-500 words.

- Language: Use clear, concise, and jargon-free language.
- Tone: Maintain a professional tone.
- Multimedia: Attach relevant images, videos, or logos (with captions).
- Links: Include hyperlinks to the company website, social media, and additional resources.

Final Checks

- Proofreading: Check for grammar, spelling, and punctuation errors.
- Accuracy: Verify all facts, figures, and quotes.
- Compliance: Ensure compliance with any legal or regulatory requirements.
- Readability: Test readability to ensure it's easy to understand.
- Formatting Consistency: Ensure consistent use of fonts, spacing, and style.

Distribution

- Distribution List: Prepare a list of media contacts and distribution channels.
- Email Pitch: Write a brief email pitch to accompany the press release.
- Timing: Choose an optimal time for release to maximize visibility.
- Follow-Up: Plan for follow-up with key contacts to ensure coverage.e's