Lamphills

Checklist for Writing a Good Press Release

1. Preparation and Planning

- **Define Your Objective:**
  - Clearly identify the goal of the press release (e.g., announcing a new product, sharing company news, or highlighting an event).
- **Identify Your Target Audience:**
  - Determine who you want to reach with the press release (e.g., journalists, customers, investors).
- **Research Media Contacts:**
  - Compile a list of relevant media outlets and journalists who cover your industry.

2. Craft a Compelling Headline

- **Be Clear and Concise:**
  - Create a headline that summarizes the key message in a few words.
- **Use Strong Keywords:**
  - Incorporate relevant keywords to improve search engine visibility.
- **Create Interest:**
  - Ensure the headline grabs attention and entices the reader to learn more.

3. Write a Strong Lead Paragraph

- **Who, What, When, Where, Why, and How:**
  - Include these elements in the first paragraph to provide a clear overview of the announcement.
- **Capture Attention:**
  - Make the lead engaging and compelling to keep the reader interested.

4. Develop the Body of the Press Release

- **Expand on Key Points:**
  - Provide additional details and background information to support the main announcement.
- **Use Quotes:**

- To add credibility and a human element, include quotes from key stakeholders, such as company executives or industry experts.
- **Stay Focused:**
  - Keep the content relevant and avoid unnecessary jargon or technical details.

5. Include Supporting Details

- **Statistics and Data:**
  - Use relevant data and statistics to back up your claims and add authority.
- **Multimedia Elements:**
  - Include links to images, videos, or other multimedia content to enhance the press release.
- **Hyperlinks:**
  - Add links to your company website, product pages, or related resources for more information.

6. Format Properly

- **Contact Information:**
  - Provide clear contact details (name, phone number, email address) for the media to reach out for more information.
- **Company Information:**
  - Include a brief boilerplate about your company at the end of the press release.
- **Keep It Concise:**
  - Aim for a length of about 300-500 words to maintain the reader's attention.
- **Use Standard Formatting:**
  - Follow a professional format, including a headline, dateline, body, and boilerplate.

7. Proofread and Edit

- **Check for Errors:**
  - Proofread the press release for spelling, grammar, and punctuation errors.
- **Ensure Clarity:**
  - Make sure the content is clear, concise, and free of jargon.
- **Seek Feedback:**
  - Have a colleague review the press release to catch any mistakes you might have missed.

8. Distribute the Press Release

- **Choose Distribution Channels:**
  - Decide on the best distribution channels (e.g., email, press release distribution services, social media).
- **Personalize Pitches:**
  - Tailor your pitch to each journalist or media outlet to increase the chances of coverage.
- **Follow Up:**
  - Follow up with journalists and media outlets to confirm receipt and gauge interest.

9. Monitor and Measure Success

- **Track Coverage:**
  - Monitor media outlets and online platforms for coverage of your press release.
- **Analyze Metrics:**
  - Evaluate the performance of your press release using metrics such as website traffic, social media engagement, and media mentions.
- **Gather Feedback:**
  - Collect feedback from journalists and stakeholders to improve future press releases.

10. Best Practices

- **Timeliness:**
  - Ensure the press release is timely and relevant to current events or industry trends.
- **Consistency:**
  - Maintain a consistent tone and style that aligns with your brand's voice.
- **Newsworthiness:**
  - Always assess whether the announcement is truly newsworthy and of interest to the target audience.
- **Follow Guidelines:**
  - Adhere to any specific guidelines or formats preferred by the media outlets you are targeting.

By following this checklist, you can write a press release that effectively communicates your message, captures the attention of your target audience, and achieves your desired outcomes.