

inspire your marketing

How to write a press Release
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Introduction:

The press release is your key mode of sharing your story with journalists who have access to hundreds of thousands of people – your customers! Journalists are inundated with copious amounts of press releases every single day which is why your press release needs to stand out.

I have provided you with a sure fire way to make sure your press release stands out and gets the optimum result that you know that your product deserves. If you follow this press release formula I guarantee that your product will be visible to a whole new audiences resulting in the revenue generation that will soar your business to success.

Press Release Formula:

- Write a great headline should be short and snappy to grab attention. It should include points from your release and sum up its subject.
- The first paragraph is called ‘the lead’. It is the most important part of the release and should contain the strongest key message it where the *who*, *what*, *when*, *where*, and *why* of the story lives.
- Journalists and Editors see lots of releases and may not read beyond the first paragraph, so it is important that it contains all the necessary and relevant information.
- After the lead, each remaining paragraph should be less important than the one that precedes it. When your release is written this way, the story can, if necessary, be trimmed from the bottom up.
- Keep each paragraph is self-contained and regardless of how many paragraphs are deleted, the story should still make complete sense.
- Keep your media release short and to the point. The aim is to encourage a reporter to pursue your story, not to overwhelm or bore them with detail.
- Finish with the Media Contact Details and the Company Boilerplate. The Boilerplate is your media “elevator pitch.” about your company and product offerings to a reader who may have no prior knowledge of them.
- The most important point of all is that your press release should not be about the product, it should be about the story behind the product – the human interest, the why, the who for. If you create a press release that is essentially a sales pitch, it will be binned straight away. But you won't do that, will you?

EXAMPLE PRESS RELEASE: John Edwards – Press Kit

It took John Edwards to nearly hit his own child to realise that he had to take responsibility and deal with the painful effects of his own alcoholic father. Now John Edwards is committed to empowering parents to become the parent that their child deserves them to be.

John Edwards was raised by an alcoholic father and a traumatised but loving mother. It may easily be assumed that with such a turbulent childhood Edwards would be the exemplary father, but this was not the case. As Edwards own parenting spiralled out of control he lost his temper and nearly hit his own child. At that point Edwards knew that it was time for him to become the parent that his children deserved him to be.

Every parent wants the best for their child and John Edwards was no different. However the environment that he was raised in, created by his own parents not only resulted in a lack of a positive parenting role model but was also a context of fear. Edwards was afraid of what his alcoholic father would do next;

“My father was of the old school “Do as I say” and “kids should be seen and not heard” mentality which was only made worse by his drinking problem – every sound we made would set him off and as a result my Mum would be reduced to tears. This was the only parenting style I knew.” Explains Edwards.

At the point where John met his wife he could not even hold a drink in his hand as he shook so much, as a result of his father's outbursts. When John was 23 years old and his wife, Sally was 21 they had their own child. Edwards continues;

“I struggled with my own demons from my childhood and was clearly struggling as a parent. I would yell, smack and lose my temper over silly things that my children said or did. The day that I flew into a rage and nearly hit my child was the day that I was modelling my father's rage and I knew that if I didn't change I would lose my wife and children”.

John Edwards took himself on a powerful journey that started off by changing his attitude towards his current and past lives. Being conscious of his life as a child and his current life he began a process of change. The moment it dawned on me that my children's behaviour was a consequence of needs that I was not meeting my moment of awakening came. As John's parenting began to change he was left racked with the guilt of his actions towards his children.

John made the decision to come to terms with his past, to gain congruency of body, mind and spirit and to become a conscious parent with incredible results. John's relationship with his wife is the strongest that it has ever been, his children respect him and look to him for advice – this process has been transformational.

John has now used his skills and experiences to launch The Conscious Parenting Academy to help other parents to consciously parent and as a result become the parent that their children deserve them to be. John explains;

“Not all of us are lucky enough to have positive life experiences. Furthermore parenting does not come with a manual, we make it up as we go along. The Conscious Parenting Academy serves to provide practical steps for parents to follow so that they can become conscious parents that react in a calm, considered manner that reduces stress and allows them to have fun, rewarding and fulfilling time as a parent”

For further information about John's work and The Conscious Parenting Academy please visit www.parentconsciously.com