

# Sample Template for a Press Release

by Pat Price

The Price Group, Inc.

## FOR IMMEDIATE RELEASE

Today's Date

Contact: *your name*

*Your phone number*

*Your email*

*Your website*

### Captivating, News-like Headline Here

**Your town, state** – The first paragraph conveys the specifics: who, what, when, where, why. Always start with the most important information first. Many editors will cut at the bottom, so you want to be sure the most important information is stated in the beginning. And, the tone should be very factual. Don't use marketing or sales language. Write it as though you were an unbiased reporter.

Your second paragraph will add more detail to what was briefly mentioned in the first paragraph. You may want to expand on why or how your news impacts the publication's readership.

In the third paragraph you could insert a quote from the president or someone of influence in your company. Although a Media Release shouldn't include sales language, this is one place where you could state a benefit using more compelling language because it's in the form of a quote.

Your final paragraph includes any remaining details.

*It's good to include a "boilerplate" statement and contact information for your company. You would include this on all of your releases. Traditionally, it's in italics so it can be distinguished from the body of your release. For example: The Price Group, Inc. is a full-service marketing company serving small businesses. They can be reached at [your phone number] or through their website at www.yourwebsite.com.*

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*Pat Price has worked with numerous clients to generate more business and boost their marketing effectiveness. She is a professional speaker and president of The Price Group, Inc, a full-service marketing firm serving small to mid-sized organizations. To receive Pat's free Marketing Tips! newsletter, go to [www.PatPriceSpeaks.com/Resources.php](http://www.PatPriceSpeaks.com/Resources.php). She can be reached at 630.717.8332 or through her website at [www.patpricespeaks.com](http://www.patpricespeaks.com).*

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