

STEP 1

Choose (File >>> Save As) and save this PDF to your desktop with a unique name for your release.

STEP 2

Write your release in the fields provided. Remember to SAVE your file as you go along!

STEP 3

Login to PressEgg.com and click "Submit Release" - follow the instructions and submit this form as your release.

HEADLINE

Write a headline that is short, simple and highlights the main idea of your release. Make it a good one - this headline is used as the main clickable link when your release is distributed and listed online.

SUMMARY PARAGRAPH

This summary will be the first paragraph in your release. It should summarize or give the main idea of your release in 2-3 sentences. Readers will read this first and then move on to the rest of your release if interested in your news. A standard summary paragraph answers the basic questions: Who? What? When? Where? and Why?

Important: Write your entire release in the third person - as if you are a reporter writing a story about your company. Writing in the third person is the standard/preferred format for press releases.

BODY COPY

This is the main body section of your release - here you are simply expanding on the information you presented in your summary paragraph. Remember to write your release in the third person style. Don't forget to include quotes from yourself, staff or customers - this adds some depth and personality to your release. The body of your release typically consists of two or three paragraphs, each one focusing on a single idea and should only be 3-4 sentences each. You want your release to be informative, not simply full of filler and jargon. A concise, well written release will always generate more interest than one that reads like a long advertisement.

BOILERPLATE / COMPANY INFO

The "Boilerplate" is essentially the "About Us" paragraph that is used at the end of your press release. The Boilerplate paragraph should give the basic facts about your company: Where is your company located? What does your company do? Any unique aspects of your company? Awards? Recognition?

CONTACT INFORMATION

The contact section provides an easy way for readers and/or the media to contact you. You can include your name (or whoever you designate as your go-to person), company name, mailing address, web address and phone numbers. Note: Only list info you are comfortable with the public knowing. Generally it is a bad idea to include email address - for spam reasons - but you can include this if you wish.



Start Here

PressReleaseWorksheet

A couple of things to remember when writing your release: It should be written in the third person as if you are a reporter writing a story about your company. Also, if you are purchasing an Advanced Distribution Option - be sure not to exceed the maximum word count - see PR Pricing at PressEgg.com for details.

HEADLINE

SUMMARY

BODY COPY

BOILERPLATE

CONTACT INFO