



## Ten News Release Basics



COMPANY LETTERHEAD: Professional and Clean



HEADLINE: 18 words or less



DATELINE: CITY, Month Day, Year



GRABBER: Wow your readers with an engaging first sentence



DESCRIPTION: Compel readers with the who, what, where, why and when



QUOTES: Add the human element with supporting statements



CALL TO ACTION: Direct readers clearly to take action and tell them how/where



ABOUT: Include a company description and clickable link to website



CONTACT: Make it easy for reporters to get in touch with you. Include Name, phone Email, and website link.



TIPS: Use the press release as a sales tool. Have a newsworthy story. Use a common font. Follow up personally contact the reporter.





## HEADLINE

Sub Headline

CITY, Month Day, Year- Grabber grabber grabber grabber grabber  
grabber grabber grabber grabber grabber grabber grabber grabber.

Description description description description description description  
description description description description description description  
description description description description description description.

“Quote quote quote quote quote quote quote quote quote quote  
quote quote quote,” said John Doe. “Quote quote quote quote quote  
quote quote quote quote quote quote quote quote quote quote  
quote quote quote quote.”

Call to action call to action call to action call to action

### ABOUT YOUR COMPANY

About your company about your company about your company  
About your company about your company about your company

### CONTACT

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