VOLUME 3 ISSUE 3

PR-GUIDE

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From Inbox to Ink:

The Anatomy of a Publish-Worthy Press Release

A 2025-ready blueprint for writing press releases that cut through noise and land coverage.

INTRODUCTION

Let's be real - as a marketing or PR professional, you're competing for attention in journalists' overflowing inboxes where most press releases get deleted without a second glance. Maybe you've wondered if your releases are just adding to the noise.

This blueprint shows you how to write press releases that actually get published. We'll cover practical steps to make your announcements stand out, resonate with journalists, and break through the digital clutter.

Think of this as your no-fluff guide to press releases that journalists want to cover. Each step tackles a crucial element: from magnetic headlines and strong news hooks to smart formatting and tracking results. Master these fundamentals and transform your releases from ignored emails into coverage-generating tools.



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NAIL THE NEWSHOOK

What It Means:
Don't just write a release—write a story. The "hook" answers: Why does this matter right now? Tie your announcement to a broader trend, stat, event, or shift that gives it urgency and context.

Why It Matters:
Editors care more about their audience than your brand. If your hook shows relevance, impact, or controversy, it immediately signals editorial value.

Hook Examples:

- "As businesses cut back on hiring, this platform helps teams stay lean and productive."
- "During Mental Health Awareness Month, [Brand] launches a tool that helps track burnout symptoms."

CHECKLIST:

- ☑ Connects to a larger trend, policy, or conversation
- ☑ Easily summarized in one line
- ☑ Answers "why now?" from the journalist's POV



CRAFT A MAGNETIC HEADLINE & SUBHEADLINE

What It Means:
Your headline is the make-or-break moment. It should be short, active, and benefit-driven. The subheadline adds clarity or context.

Why It Matters:
8 out of 10 journalists only read the headline before deciding to engage. And if it's buried in a PDF or a jargon-heavy sentence? It's deleted.

Headline Formulas That Work:

- [Brand] Launches [Product] to Help [Audience] [Achieve Result]
- 3 Surprising Ways [X Company] is Changing [Industry]
- [Statistic] Reveals [Problem]—Here's What [Brand] Is Doing About It

CHECKLIST:

- ≤10 words, avoids jargon
- Clearly communicates benefit or story
- SEO keyword naturally included (especially in subheadline)





Write a Lead That Delivers the 5Ws—Fast

What It Means:
The first paragraph must answer: Who, What, When, Where, Why. No teasers, no fluff—just the facts and the stakes.

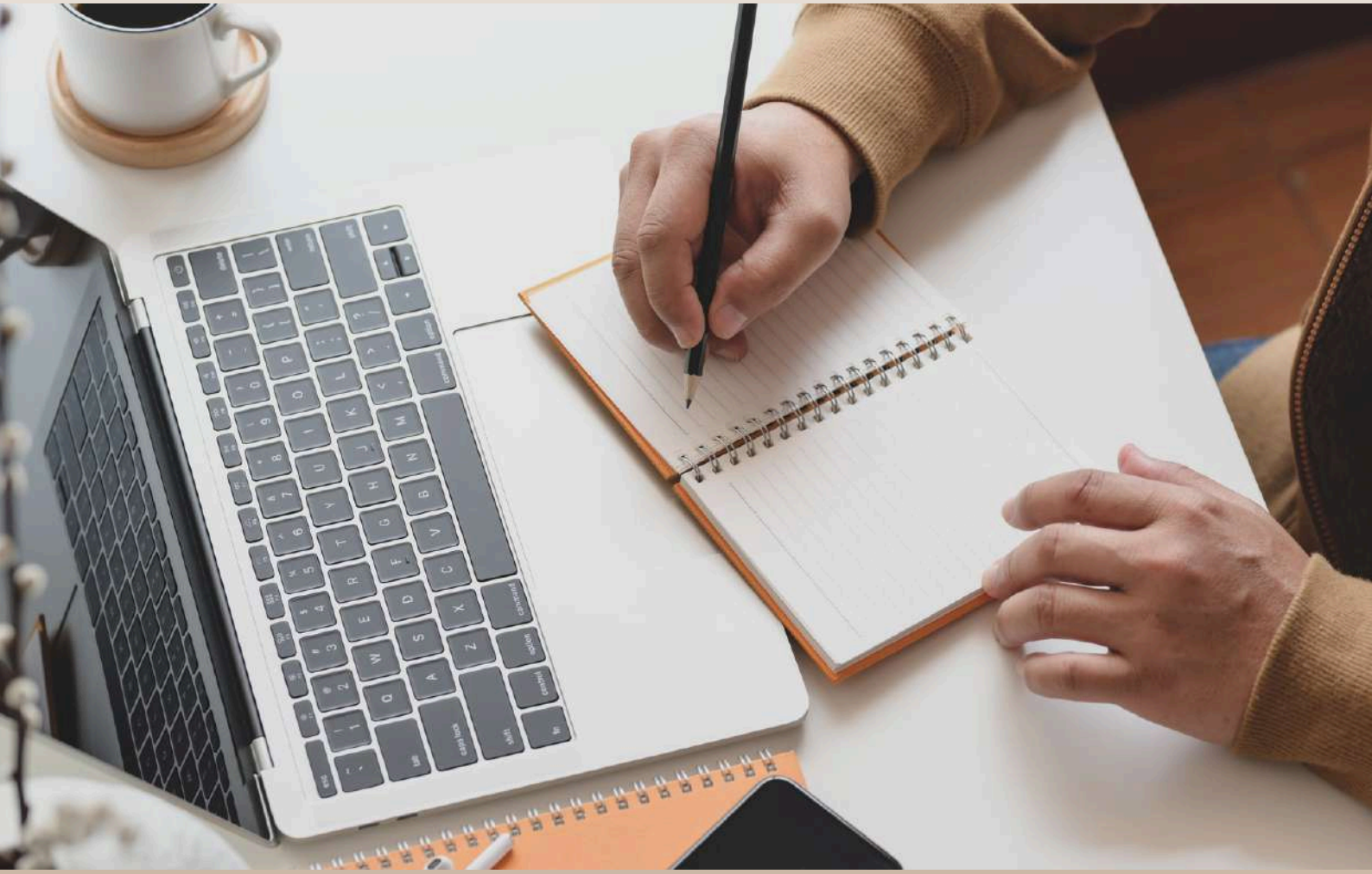
Why It Matters:
Journalists often copy-paste the first paragraph into their drafts. If it's unusable, your release is too.

Example:

Today, CleanLoop, a London-based sustainability startup, announced a $4.2M funding round to expand its AI-powered recycling platform across Europe—just as new EU waste regulations come into effect.

CHECKLIST:

- All 5Ws covered in 3–5 sentences
- Clear, readable, and front-loaded
- Includes news value (funding, launch, milestone, etc.)





SUPPORT WITH PROOF, STATS & QUOTES

What It Means:
The body of the release provides evidence: stats, customer results, industry insight, and vivid quotes.

Why It Matters:
Journalists need quotes they can use, and proof to back up your claims. Avoid "marketing-speak"—be concrete, credible, and quotable.

Quote Tip:

- Every quote should add insight, not just enthusiasm. Good:

- "This launch lets small businesses automate what used to take hours—saving time and reducing churn," says [CEO Name].

CHECKLIST:

- 1–2 strong quotes from internal leaders or partners
- At least one data point (from report, study, or internal metrics)
- Avoid buzzwords (innovative, game-changing, seamless, etc.)





Add Multimedia & Format for Distribution

What It Means:
Attach 1–2 high-quality images (logo, product screenshot, founder photo) and offer easy access to additional press materials.

Why It Matters:
Visuals boost story pickup. And poor formatting? It's the fastest way to get ignored.

Pro Tip:
Always paste your release into the body of the email, not as a Word doc attachment.

CHECKLIST:

- Hero image + logo attached or linked
- Clear press contact listed (name, email, phone)
- Plain-text email version looks clean on mobile



USE EMBARGOES & EXCLUSIVES WITH INTENTION

What It Means:
If your story is high-stakes or time-sensitive, offering an exclusive to a top-tier journalist or using an embargo can create buzz.

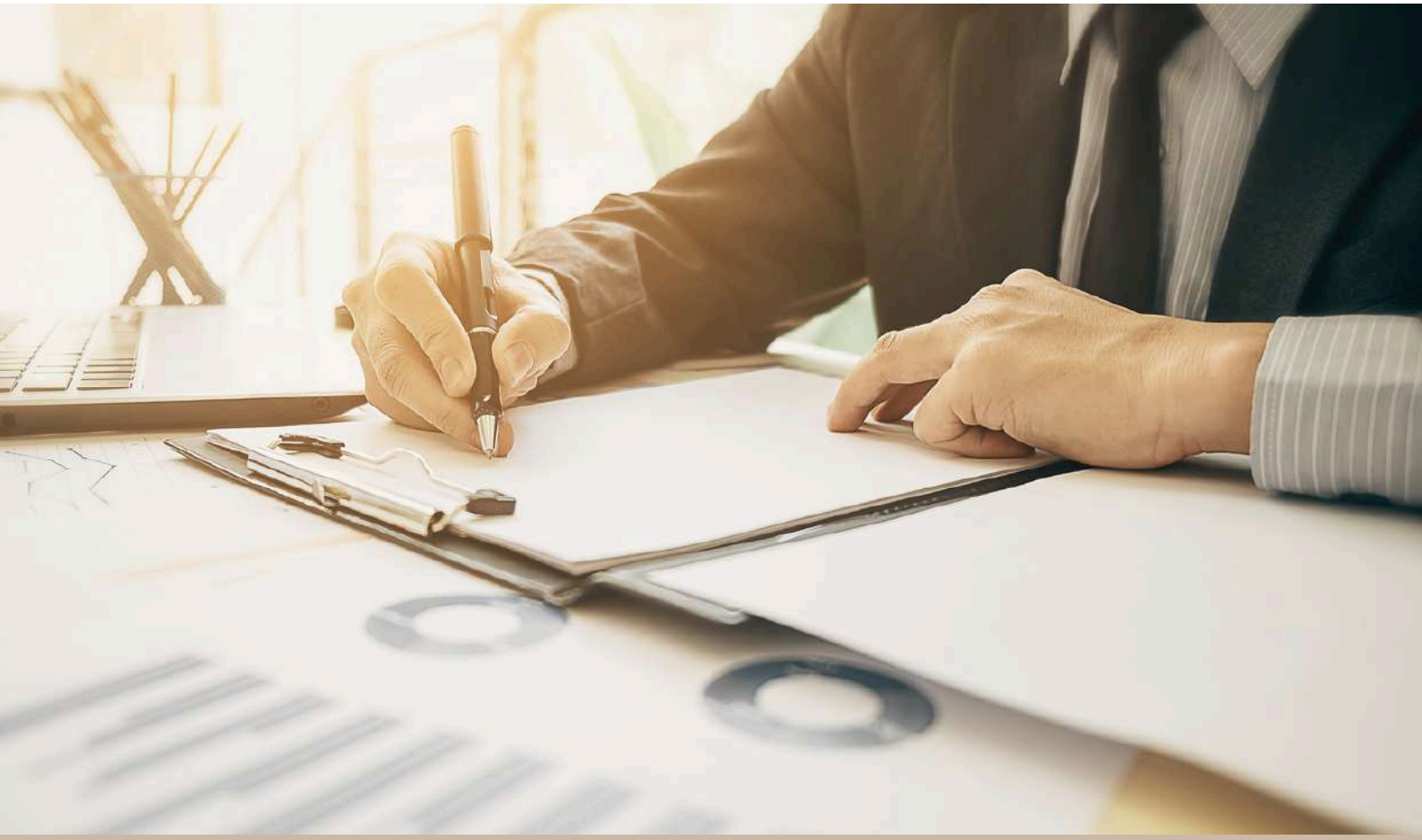
Why It Matters:
Embargoes build anticipation. Exclusives drive depth. But misuse (or overuse) burns relationships.

Best Practice:

- Use exclusives for product launches, funding, or data reports
- Use embargoes when timing matters (policy tie-ins, launches, etc.)
- Always confirm agreement before sending full embargoed details

CHECKLIST:

- Clear embargo/exclusive label in subject line and body
- Agreement received before sharing
- Send at least 24–48 hours before public release





Track Results & Iterate

What It Means:
Don’t hit send and walk away. Track where your release lands, who engages, and how it performs—and adjust future ones accordingly.

Why It Matters:
Feedback loops build smarter media strategy. The best PR teams improve with every release.

Track:

- Open and click rates
- Coverage pick-up and backlinks
- Responses and follow-up success
- SEO performance (if posted on your site)

CHECKLIST:

- Media mentions logged in real-time
- Wins shared with internal teams or clients
- Lessons documented for next release



Bonus Swipe Files

Headline Templates:

- [X Brand] Solves [Problem] with [New Solution]
- What [New Data] Reveals About [Trend]
- [Founder] Shares Why [Topic] Needs Urgent Action



Pitch Email Template:

Subject: [Your Headline Here]

Hi [First Name],

Hope you're well. Just sharing a press release that might fit your recent coverage on [related topic].

Key story: [Insert 1-line hook].

You'll find the full release below (or linked here). Happy to send photos or set up an interview.

Warmly,

[Your Name] | [Company] | [Phone]





MINI CASE SNAPSHOT

Client:
Female-founded HR tech startup

Story:
Launch of AI tool helping companies detect quiet quitting trends

Hook:
Timed to Q4 hiring freezes and workplace productivity reports

Headline:
“New AI Tool Helps Teams Spot Quiet Quitting Before It Happens”

What We Did:

- Sent an exclusive preview to a journalist at Business Insider
- Included employee usage data from beta testing
- Embedded 2 screenshots and founder quote

Outcome in 72 Hours:

- Story picked up by 5 outlets
- 300% spike in demo bookings
- Added to 2 “Top HR Tech” newsletters

WANT HELP WRITING RELEASES THAT LAND?

You now have the exact framework pro publicists use to write high-conversion press releases. But if you'd rather not spend hours formatting, pitching, and following up...



Let's talk. Book a clarity call here: [insert link].