**NEWS RELEASE TEMPLATE**

*Below is a basic template to follow for putting a news release together.*

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Headline: Get readers to click on the link to the story. (social, search, etc.) Write the headline you want to see on the article in a target publication and write a headline that is interesting enough to tweet.

**Visuals:**

Arrests attention, differentiate content

**Sub-Head:** Entice reader to consume content. Sub-head adds more detail.

**Dateline:** **Includes the city of origin, and the date of the release.**

**Lead Sentence: Set the hook in the reader’s attention. Keep them moving toward the objectives – key messaging & calls to action**. Lead paragraph starts with an interesting statement, not boilerplate.

**CALL TO ACTION: Most readers won’t make it to the bottom of the page. Insert your** [**call to action link**](http://www.smallbusinesspr.com/request-more-information/) **for the public after the first or second paragraph.** Restrained use of links directs readers to a specific call to action.

**Copy Body:** **Tell the story, add dimension and readability, with quotes, bullet points and paragraph heads in bold text. Give the reader reasons to keep going.** Bold font and provocative section heads draw readers’ eyes in, and build more attention.

**Boilerplate & media contact info:**  **Establish the brand’s credentials and give journalists the about-the-company details they need for the story.**