

Press Release Cheat Sheet

By Adam Lyons



Stories that sell

Statistics

Press stories based on new statistics backed by real research from universities, institutions or from your own data providing the survey group is large enough.

For example: 67% of females admit to faking orgasms to end sex quicker so they can watch the jersey shore. - we polled over 35,000 women and discovered these shocking facts!

Unique

Press stories featuring taboo, bizarre or unusual events that generate interest and intrigue aimed at the readers of their publication.

For example: High Rise Golf is sweeping the nation. Golfing city dwellers have taken to shooting golf balls from rooftop to rooftop in order to continue their practice without leaving their expensive city condos. Glass manufacturers are in support of the new game.

Celebrities

Press stories relating to or featuring major celebrities especially those currently in vogue within the media.

For example: Victoria Beckham seen Shopping in a local market. Go Local is finally being supported by A list celebs.

Current events

Press stories adding new information or alternate viewpoints on events in the current media.

For example: Psychic predicts new president months before election!

Press release format

NEW STUDY BY LINDSEY LOHAN SHOWS GOOD HEADLINES GET PRESS RELEASES READ!

- Start with bullet points summarizing your release
- It ensures the journalist will read the release
- Without just skipping over it

The subheading should contain more details that further define the release and include some figures or numbers if necessary

If a journalist has gotten to this part of the release they you can be pretty sure they're going to read the whole thing.

Now it's time to give the bulk information about the release. A breakdown of the story with any relevant quotes, statistics or related information. Try to keep the release down to one page if possible.

Finish the release with an offer to give further information if requested and list people who you have available for comment or questions.

Then finally add the press officers information. Which will likely be yours.

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