

Don't Panic!

It's Only a  
Press Release

# WHY DO YOU WRITE A PRESS RELEASE?

## Primary Reasons:

- To draw attention to your company and get a reporter to write a story about it!
- To make announcements.
- To create visibility.
- To promote yourself as an expert in your field.

# Secondary Reasons

- To send traffic to your website
- To create SEO and link build.

# What is a Press Release?

- A GATEWAY to a story.
- IT IS NOT THE STORY ITSELF!

# What comes first?

- The Media List!

1. **Research** newspaper, magazine and Internet writers and reporters covering home and garden.

2. **READ** what they write so you have a talking point upon contact.

3. **COMPILE** your list with name, email, phone number.

# START IT RIGHT!

- Company Logo at the top
- FOR IMMEDIATE RELEASE at the upper left in caps
- Headline
- City, State/County Month Day Year

Contact information can go at the top or the bottom. If placed at the top it goes under FOR IMMEDIATE RELEASE. Working writers prefer to see this at the bottom.

\* If you submit to a press release service: Use NotePad on a PC or Simple Text on a MAC to ensure none of the characters change into garbage characters.

# Getting Personal!

ALWAYS PERSONALIZE YOUR RELEASE: Send it to a specific PERSON

- For instance:

Hi Marianne,

The housing statistics from Inman were just released and I know your readers are worried about selling their homes. I have some tips I'd like to share with your readers about staging and would be glad to contribute an article to your paper. I've included a press release about our company with a few statistics I think will make give your readers a boost.

# RULES 1 & 2

- Use a clear strong subject line.
- Stay as close to the subject line as possible in your headline.

## Email subject line

President of Energized Seller launches Property Search Directory

## Headline

- Dan Eason, president of [EnergizedSeller.com](http://EnergizedSeller.com), has announced the launch of [EnergizedSeller's Property Search Directory](#).

# What are those blue highlighted words???

- **Hyperlinks!**

A hyperlink directs anyone clicking on that word or phrase to a link you have chosen.

- For instance, Dan Eason is the “**anchor text**” **linked** to the opening web page of EnergizedSeller. **Anchor Text** is the visible, clickable text in a hyperlink,
- It’s easy. There is a hyperlink button on your computer.

## Rules 3,4 & 5

- Write in the third person.
- Stick to the facts.
- Don't bury your lead.

## Rules 6 & 7

- The rule of thumb is no more than 3-600 words

# RULE 8, 9,10 & 11

## DO NOT MAKE CARELESS MISTAKES

- NEVER misspell a reporters name.
- NEVER rely on spell check.
- Use proper grammar.
- FACT CHECK: Make sure your information is correct and attributed to the right source.

# What to Write?

- THE 5 W's
- Who
- What
- When
- Where
- Why

Second and third paragraphs

- Back up the first paragraph with details.
- **ALWAYS USE QUOTES.**

# NEVER EVER EVER

- Never use “Gobbledygook” words.  
Also know as “buzzwords”

Examples:

Revolutionary

Award- winning

Cutting Edge

Ground Breaking

Innovative

Strategic Partnership

Synergy

Use Gobbledygook grader! Free tool on the web.

# Never **EVER**

- Never embed multimedia in your press release.  
Post it on your website and include a link to it in your press release.
- You don't want people linking to the press release instead of your website!

# END IT RIGHT!

- Every press release ends with three hash tags.

###

It signals the end of your release and is essential to include.

# What's a “boilerplate”

- It's an old fashioned term for an “about me” paragraph!
- 2-5 sentences at the bottom of your release
- For a company: a brief bio, how long you've been in business, awards, etc.
- It establishes you as a reputable source.
- Use it in every single release.
- Include your website and contact information.

# Contact Information

- Company name
- Contact person
- Office address
- Telephone/fax number with proper prefixes/city codes
- Mobile number
- Email address
- Website address

# About those links and Google rankings

- **Anchor text** is the word or phrase you write in your release.
- **Links** are the url's you link those anchor text words/phrases to.
- Your press releases are not just going to journalists, they are going on the web so linking is essential.

# LINK LINK LINK DEEP

- Link early in your release.
- Don't use the same link more than once: Only the anchor text used in the first link is counted by Google

SO

- Link DEEP. That means create links to pages other than the first page of your website.
- Your anchor text and links have a huge impact on Google's ability to rank your pages.
- One solid “exact match anchor text link” can outweigh many other links that have just your brand name or home page url.in the anchor text. This is a key when writing your website!
- 1 Link per 100 words is a good rule of thumb or it will get flagged as spam.

# What's a keyword?

## Why is it important?

Words people type into search engines when looking for information.

Industry specific words

- Staging key words

Staging, home staging, real estate staging, home selling

If you type in home staging.

Google sees:

Text text text **text home staging** text text text text text **home**  
text text text **staging** text text **home**.

Search engines DO NOT READ EVERY WORD. They read KEYWORDS.

# PAGE RANKING

- “If many links point to a page with the right keywords in their anchor text, that page has a very good chance of ranking well.”

--SEO Best Practices

# What next?

- FOLLOW UP!

It's easy to lose track of emails so follow up with reporters. Give them 2-3 days then send another email or call.

KEEP TRACK OF WHO YOU CALL AND WHEN

Reporters are on deadline, find out from the desk when their deadlines are and DO NOT CALL THEN!

**DO NOT** pitch on a Friday afternoon or a Monday morning, EVER!

# IS A PRESS RELEASE ENOUGH?

**NO**

USE social media!

Facebook business page, Twitter,  
YouTube.