



Konductor guide: How to write a press release and pitch it correctly

Journalists are regularly bombarded with emails from brands, PRs, marketing professionals and just generally 'spammed'. So what do you need to do to ensure they read your press release and it truly stands out?

We've created seven simple tips to help enable you to make an impact with whatever news you need to share.

1. **Nail the headline.** If the headline isn't a bit 'click-baity', then it'll get lost and quickly disregarded. If you can't put your story onto one line and get to the nitty gritty, then try again until you can. Often, it is best to write the story first, and create the first paragraph and headline last, to check it includes and conveys what you actually want and need to say, and why you need to say it.

2. **Images, should you, shouldn't you?** Our recommendation would be to include one highlight image in the release that captures the story and grabs attention, but if the image doesn't impact the story, leave it out. You can include a hyperlink to additional imagery in your email pitch and notes to editors if it will affect the strength of the story too.

3. **Who are you sending it to?** Make sure you're sending it to the correct journalist to hit your target audience, and the human interest angle of intrigue is sparked in the right direction. Know the recipient's name and include it in your pitch email, a mail blast blanket email is even more likely to go directly to spam filters. Mentioning a previous article a journalist has written that you enjoyed, can really make your pitch and in turn press release stand out from the email crowd.

4. **Why should they care?** Focus on what makes your story worthwhile and different. Can you offer exclusive imagery to target titles, do you have additional video content, are there any hard hitting statistics you can include to make the news hold more gravitas, what's your niche and is it worth mentioning? Include anything extra that may enthuse the reader.

5. **Look and feel?** Layout, fonts, words per sentence, borders etc. does it need to look amazing and aesthetically exciting? Well, it doesn't hurt to format the press release so it looks slick, yet many inboxes automatically switch to plain text so it's important that the story sells itself on words alone.

6. **Who, what, where, when, why?** Include the key facts. As much as you need to excite the journalist, don't forget to include the basic critical details of when the news is happening, what timings and location are crucial, and how this news has formulated. Your story may get turned into a snippet 'news in brief' alert or completely retold by an editor's edit, so these details must be accurate.

7. **How long should it be?** As short and concise as possible to include all relevant details, avoid waffle and make it short, punchy and direct. Our guide to layout would be:

Title

Image (if necessary)

First Paragraph: Overview all information - if this was the only thing included in a publications story, it needs to include all details

Second Paragraph: Expanding and giving added detail on the first key paragraph

Third Paragraph: Quote from organisation or third party

Fourth Paragraph: Any references and final information

ENDS

For further information please contact

Notes to editors (include boilerplate here)

Press releases can often be the first thing a journalist hears of a brand, or a reminder of how exciting a business is, and what new things they are up to, so make sure your release goes through a few drafts, and it says everything that needs to be shouted about. If you don't hear anything after sharing the release, pick up the phone, send a follow-up email note. If the story is newsworthy, it'll make the news!