

sarahBee marketing[®]

the buzz about PRESS RELEASES

1. make your title as brief and catchy as you can
2. use a sub-title to summarise the contents
3. begin your press release with the town and date
4. state whether it is for 'immediate release' or embargo dated
5. use one and a half line spacing
6. use fully justified margins
7. make your press release real, relevant and researched
8. include a quote or comment from a real person
9. don't forget to include a high resolution photo
10. always list notes to editors with your contact details



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marketing can
help your
business do
better.



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