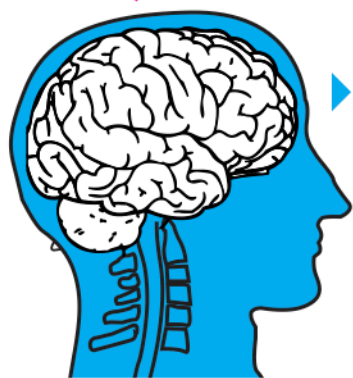


# HOW TO WRITE PERFECT PRESS RELEASES



## 1. MINDSET

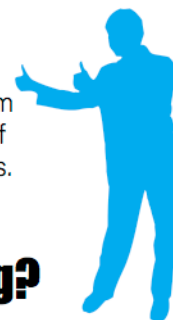
### Decide

what message  
you want to get out.



View the story from  
the point of view of  
journalists/readers.

**Is it  
interesting?**



**Rethink it.**

What would make your story more interesting?

NO

YES

### Consider

whether the story  
fits one particular  
*section* of the  
publication better than  
the others.  
(If it doesn't, are you  
sure the story fits the  
publication at all?)

### Consider

whether the story fits  
a particular journalist.

YES



Can you  
**see**  
your story  
in this publication?

### List publications

it would be  
beneficial for  
you to be in.



## 2. PROFILING

NO

### Why not?

Could you change the story for a particular  
publication? Or do you need to rethink the  
publications you're targeting?



## 3. ANGLE

Give your story an  
**angle**  
that fits the target.

Give your  
story a  
**'now'**  
factor.



## 4. WRITING

