

Learn step-by-step to write press releases that get published.

Do-It-Yourself Press Releases

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Do-It-Yourself Press Releases

Write and distribute your own releases in minutes!

By Susan Payton, Egg Marketing & Public Relations

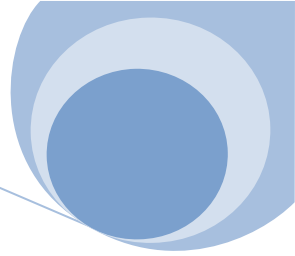


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Press Release 101

Press releases aren't as complicated as people think. With just a little guidance and practice, you will be able to turn out press releases easily! But what exactly is a press release?

A press release is a news blurb, usually 400 words or less, relaying news on a single, specific event. It is either distributed using an online press release distribution service or emailed directly to editors and journalists.

In the “olden days,” people would *mail* press releases to media contacts! Imagine the delay on news! The great thing today is that virtually as your news occurs, you can get it “on the wire” (meaning a service that sends your release to hundreds of sites) instantaneously.

Note that I said a press release is *news*. That means it is not advertising or a sales piece. While your objective may be to increase sales or awareness of your brand through the press release, it is not a blatant advertising piece. It is factual and accurate. Not fluff.

Let's look at some press releases online to get a sense of what they're like. Visit these sites to see today's headlines.

- [PRWeb](#)
- [Marketwire](#)
- [PRLeap](#)

You probably noticed that most of the releases followed the same format. We'll learn that later in this ebook. If you read many releases, you'll start to see certain elements that can be used over and over again in your releases. Reading press releases on similar topics to what you want to cover is a good way to polish your own release. Just don't plagiarize!

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