

# 10 Proven Press Releases

10 real-world press releases that got **BIG TIME** publicity paired with fill-in-the-blank templates to create your own



By Susan Harrow



Get the media to call YOU (not your competition) and watch your business grow. Tips from the world's top publicists. Real-life press releases that got national publicity in the most coveted venues. Proven headlines + approaches that command the media's attention. Imagine sitting down at your desk and having 10 of the world's best press releases ever written... fanned out in front of you.

# 10 Proven Press Releases: that got BIG TIME publicity

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**Thank you!**

# Welcome to 10 PROVEN PRESS RELEASES!

My name is Susan Harrow, and I don't care who knows it: I **LOVE** press releases!

Don't believe it when people tell you "the press release is dead."

It's more alive than ever — if you know the right way to write them.

Even today, in our digital, social-media driven world, press releases are still vital, important and relevant. (And yes, we'll discuss the paragraph pitch, too).

What's more, press releases add a level of credibility and clout than ordinary blog posts and emails simply don't.



Photo Credit: Neal

Press releases can still open doors. Big doors.

But, only if you know how to write good ones. ;)

After working in the media and publicity industry for over 23 years, I've written, read, sent and received so many press releases, the stack would reach

from the roof of my house right down to the floor. I've seen ones that have flopped. And I've seen ones that have unlocked unbelievable doors.

This e-book — **10 PROVEN PRESS RELEASES** contains my very best advice on how to write a winning press release, tailored to today's media landscape.



Photo Credit: blakJakDavy

You're about to get a backstage tour into what journalists and producers are **REALLY** looking for as they field through thousands of (not-so-great) pitches and press releases, looking for that **ONE** gem they can actually use (soon ... it'll be yours!) Also, watch for the PRO TIPS for advanced insider information to get you even better results. And...

You're about to peek at real-world press releases that **WORKED**. Not mildly well, but that produced extraordinary results. Press releases that secured big-time media opportunities on TV, radio, in magazines, online news hubs, and top blogs.

How exciting is that?

Turn the page for a quick tour of what's ahead.

I'll see you inside ...

# What you'll find inside 10 PROVEN PRESS RELEASES:

**Part 1.** 5 reasons why press releases are still **SO** important.

**Part 2.** What to **DO** with your press release. (Where to send it, how to send it and how **NOT** to send it.)

**Part 3.** How to build lasting relationships with the media so that eventually, you don't **HAVE** to send out a press release! (Because they'll be calling **YOU**.)

**Part 4.** The prelude to your press release: how to write a short email pitch that gets opened, gets read and gets you booked.

**Part 5.** Hire a publicist or do it yourself? A quick debate — and my take.

**Part 6.** Where to find contact information for journalists and producers that are the perfect fit for your topic.

**Part 7.** 5 things you've **GOT** to have ready the minute a journalist (or producer) responds to your press release and calls you back. (These can save your skin and prevent a **LOT** of unnecessary stress!)

**Part 8.** How to structure the perfect press release: a universal template for **ANY** industry.

**Part 9.** 10 proven press releases. Real-life examples that got big time national publicity — paired with fill-in-the-blank templates to create your own.

1. The "**CLIFFHANGER**" press release
2. The "**CELEBRITY TIE-IN**" press release
3. The "**EVERYBODY'S TALKING ABOUT IT**" press release
4. The "**RISING TREND**" press release
5. The "**FRESH TWIST**" press release
6. The "**CALL and RESPONSE**" press release
7. The "**RINGING ENDORSEMENT**" press release
8. The "**DONT LET THIS HAPPEN TO YOU**" press release
9. The "**GET THE LOOK**" press release
10. The "**WHAT DO \_\_\_\_, \_\_\_\_ and \_\_\_\_ ALL HAVE IN COMMON?**" press release

**Part 10.** What's next? Resources and tips to stay motivated and keep moving forward.



# Part 1.

## 5 reasons why press releases are still SO important.

I've been working in the media and publicity industry for over 23 years. In “media years” that’s more like a century.

Yes, it’s true: I remember printing out press releases for my PR clients, faxing them to print newspaper journalists, and then following up with a personal phone call to give them another reason to interview my client. How quaint!

When people say that “the publicity game has changed,” they’re right.



Photo Credit: Pfv

### **But things haven’t changed as much as you might think.**

Sure, we predominantly rely on emails now — instead of faxes and phone calls. And sure, print newspapers may be destined to go the way of the dinosaur — replaced by online newspapers and blogs. And sure, there’s a lot more competition for the media’s attention.

**But some things haven't changed. Not at all.**

Today, just like twenty years, and just like one hundred years ago, journalists are **ALWAYS** looking for timely, topical, heartwarming and surprising stories that their audiences will love.

And they're looking for experts who can deliver those stories with professionalism and confidence. Basically: experts who will make them look **GOOD!**

*That* hasn't changed.

And as long as “the media” exists — it never will.

And *that* is what writing a press release is fundamentally all about:

**Showing journalists that YOU are THE expert they need — at the moment they need you — and have THE story their audiences need to hear.**

Still not convinced?

**Here are 5 reasons why press releases are still SO important.**

### **1. Press releases make you pop on Google.**

Writing a press release and uploading it to a special section of your website — like a “media page” — means that when a journalist Googles “Expert on **YOUR SUBJECT HERE,**” you'll be much more likely to pop to the top of the list.

## 2. Press releases add an extra edge of credibility.

When journalists want an expert on a particular subject, they usually begin with a simple Google search. But that's just the beginning. After that, they need to decide which of the “experts” that pop up are the “real deal” — and which ones are quacks.



Photo Credit: Pete Prodoehl

Having a collection of press releases online — both on your own site and in press release databases — shows that you're committed to your craft, and you're the kind of expert who is already “thinking like a journalist.”

In other words: thinking about what audiences want to hear.

## 3. Press releases help you get discovered.

A little insider secret: you can upload press releases to databases and newswire services, which means they'll be searchable by thousands of journalists all over the world.

Most of these databases and newswire services have an annual membership fee, but for many entrepreneurs, it can be well worth the cost.

([PressKit247.com](http://PressKit247.com) and [PRNewsWire.com](http://PRNewsWire.com) are two great places to start.)

#### 4. Press releases spark relationships.

Sending a friendly email to a journalist or producer just to say “hello!” is lovely — and who knows? You might make a new friend. But frankly, that’s a bit of magical thinking. Because the media isn’t looking for “friends” ... they’re looking for hot stories and expert sources.

So sending a friendly email with a smart, polished press release — one that gives them everything they need to cook up a great story — now **THAT’S** the beginning of a lifelong connection.



Photo Credit: Nina Matthews Photography

Keep sending great press releases with great story angles, and you’ll be that journalist’s go-to expert is **NO** time.

And most of all ...

#### 5. Press releases prepare you for actually BEING in the media.

If you can’t write a smart, enticing press release about your product ... service ... invention ... discovery ... philosophy ... or mission, then how are you going to

talk about it when the pressure is sky-high — on camera, on the air, or during a rapid-fire interview with no time to walk away and "think about it"?

Writing a press release forces you to get your ducks in a row — figuring out your angle, your talking points, and the message you want your audience to walk away with.

A good press release is like a “media cheat sheet.” When a journalist comes a-knocking, you’ll actually know what you’re going to say.

**Long live the press release!**

And now that you’re thoroughly convinced ...

If you’re not, read [Press Releases Still Matter, But Not For The Reasons You Think](#)

**Next up: What to DO with your press release. (Where to send it, how to send it and how NOT to send it.)**



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