

**Press Release Writing: a Handy 12-Step Summary**  
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As a handy reminder of some of the most important points in press-release writing, the following 12-step-summary can be printed out and posted on your computer or your wall or anywhere you can access it easily. Use it as your press release primer.

1. Keep the length a maximum of one page unless absolutely necessary.
2. Tell about your products or services in one or two clear sentences.
3. Create an angle of interest.
4. Attract your reader with your title.
5. Use active verbs to enliven your release.
6. Follow rules of grammar and style as you would for any piece of writing.
7. Use timely information, preferably related to current events or trends.
8. Make every word count and count every word.
9. Make sure your releases get broad coverage with national and regional publications, radio and television stations, Internet publications, and all potential clients.
10. Include ample contact information: name, address, phone, after-hours phone, fax, email, Web site.
11. Deal with the facts; avoid fluff.
12. Avoid excessive use of adjectives, adverbs and fancy language.

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