



Beginner's Guide to Writing Powerful Press Releases: Secrets the Pros Use to Command Media Attention

Mickie Kennedy

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Newspapers, magazines, television, radio, and blogs routinely highlight products and services. Press releases are the most direct path to reach these influential media sources. Understanding the needs of journalists and influencers is integral to the success of your press release. eReleases Founder and President Mickie Kennedy offers the definitive guide on writing press releases. *Beginner's Guide to Writing Powerful Press Releases* covers the history of the press release, how it has evolved, as well as tips and techniques designed to make your next press release stand out. In addition to learning how to write a press release, you will learn how to leverage social media, including Facebook, Twitter, and Pinterest, when distributing your next press release. Expectations, distribution, and further public relations possibilities are also widely covered. This updated 4th edition also contains a special section covering the pitfalls of using so-called Search Engine Optimized (SEO) press releases, given guidance and best practices from Google. Chapters include:

- Guidelines for Press Release Writing
- Everything You Need to Know About Writing a Headline
- Press Release Style and Formatting
- Writing the Body of a Press Release
- Calls to Action, Boilerplates, and Contact Information
- What Happens After You Distribute a Press Release
- Further Public Relations Possibilities
- Publicity Through Web 2.0, Social Media, and SEO Press Releases

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