



How to Share Your **Message**,
Your **Products** and
Your **Business** with the World!

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PRESS RELEASE CHECKLIST

INCLUDE

- Headline
- Dateline
- Subject Line
- Contact Name
- Contact Number
- Back-up Number/Cell number:
- Business Name:
- Business Website
- Date
- Time
- Place
- Action
- Visual opportunity
- Interview opportunities
- Statistics
- Quote/soundbites
- Photos/video clip

SHORT BIO

- On business / individual
- 1-3 sentences
- Can be bullet points

DELETE/EDIT

- Clear headline in one sentence (limit 60 characters).
- No more than 3 paragraphs
- No ALL CAPS
- No Exclamations
- No Flowery Language
- No Colors
- No Exaggerating

ADDITIONAL TIPS

- Check your facts
- Check your spelling
- Check to include Keywords/SEO use