

## Press Release Basics

- Have a relatable, snappy top line

Local author reveals human trafficking problem with new book

Best-selling author puts historic ballet center stage

Want to get off sugar? This writer has the key

- Emphasize your connection to the radio station/podcast/group

When you explain your book or speaking pitch (in two or three lines maximum) shine a light on why you're a good guest. Are you local to the area? Does your book touch on an industry that is prevalent in the area of the radio station? Does your book discuss topics that are central to the focus of the podcast? A book about ballet won't be of interest to an MMA podcast.

- **Add a short bio (SHORT) to establish your credibility**

Debb Hackett has spent twenty years as a military wife. Her Bible study, 'Hitched to a Hero' walks other women through what scripture has to say about different seasons in that challenging and amazing lifestyle.

- **Have a short quote (SHORT) from a reviewer or endorser**

This is to highlight why your book is a great discussion topic, or why you as a speaker are going to benefit the audience you are hoping to go and talk to. Having a quote from someone else means you don't look like a braggart or as if no one else has read your book or liked it.

- **Finally. RELIABLE contact details**

This may seem a no-brainer. Sadly not. If I had \$10 for every time I'd responded to a press release only to get voicemail or not have a call returned, or even better, an out of office response, I'd be drinking daily Starbucks for a year and not paying for any of it.

By all means pop your website on there, but do not expect getting hold of you to be something a journalist will work hard at. 99/100 won't go to find contact details on your website. You need to make this as easy as possible. Or they'll give up and move on to someone who does answer.

Keep it short. No more than one page. Keep it amiable. Be relatable. Do it.