

# Tips for Writing Compelling Press Releases

## 1. Use a Straight forward Writing Style

Be Direct—Keep it brief. Keep your release between 300 and 500 words to avoid losing your reader in the details. Every sentence should be purposeful and boost your claim. A reputation management service can help you write a concise and organized statement that meets this criteria.



## 2. Make it Personal

Feature a Personal Touch—Just because press releases are supposed to be concise doesn't mean they have to be boring. Keep the consumer interested by sharing a relevant quote or story. This helps readers imagine themselves in the scenario and see things from your point of view.

## 3. Keep it Timely

Issue a Strategic Response—Stay ahead of the rumors by responsibly publishing your press release as soon as possible. However, don't rush to put something out before it's ready. A reputation management company will proofread, polish, and ensure your document is ready for publication.



## 4. Make it Strategic

Correct Misinformation—Press releases are a credible way to get the truth into the hands of potential customers, as the information is coming straight from the source. Set the record straight by counteracting false narratives, addressing rumors, and regaining control of the narrative during a controversy.

## 5. Look to the Future

Develop Strategies for Continued Growth—A reputation management company can help monitor the impact of your communication efforts and review analytics for insights on what's working and what's not. This data can inform future growth strategies and help your company navigate the path to rebuilding its reputation.

