

# How To Send a Press Release in 9 Steps (Plus Tips and Example)

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Sending a press release is a great way to increase brand awareness and gain media attention. Many organizations use press releases to promote new services, products or events. If you are interested in a career in marketing or public relations, then learning how to send a professional press release may benefit you. In this article, we discuss why press releases are important, list the steps you can take to send one and share some tips to help you successfully send press releases to journalists in the future.

## What is a press release?

A press release is a piece of writing that publicists send to members of the news media to announce something they believe is newsworthy. While email is the preferred method to send and receive press releases, you may also mail or fax press releases. Publicists usually send press releases to assignment editors and journalists who work for newspapers, magazines, television networks, radio stations or online media outlets.

## Why are press releases important?

Press releases are important because they can generate publicity and raise awareness about a product, brand, organization or event. Publicists use press releases to attain media coverage, which can help build credibility and improve a brand's image.

If a media outlet chooses to create a story based on a press release, the search engine optimization (SEO) of the organization, brand or event covered may increase. This can make it easier for people to find out more information when they look for the organization, brand or event using a search engine. Finally, press releases can increase interest from a media outlet's audience. This can generate more leads and sales for the organization that is being featured by the media.

## How to send a press release

Here are some steps you can follow to create a professional pitch email and send your press release:

### 1. Identify journalists who may be interested in your story

Once you've developed your press release, consider which journalists are most likely to be interested in it. This can help increase the chances of having a journalist cover your story and save you time by limiting the number of pitch emails you need to send. You can identify which journalists are most likely to cover your story by using a search engine to find journalists who have previously written about similar topics or industries.

For example, if your press release is about a new sustainable food packaging product, you may use a search engine to look for articles about sustainable consumer goods or sustainable

packaging. You can check who wrote each article and what media outlet they work for. To stay organized, you can create a list or a spreadsheet of the journalists you find. This method of identifying journalists who have written about similar topics can increase your response rate and generate more interest in your press release.

## 2. Gather contact information

The next step is to gather contact information for each of the journalists on your list. Start by visiting the website of the media outlet a journalist works for to see if they have a bio listed that includes their email address. You can add the email address to your list or spreadsheet to stay organized.

If the journalist does not have a bio or their bio does not include their email address, you may find their contact information by using a search engine. Simply type the journalist's full name and the word "email" into the search bar. If this doesn't give you the results you're looking for, you may try using the same keywords to search for the journalist on a professional social media website.

If you are still unable to locate the journalist's contact information, you may have success using a paid media database. You can research different media databases to find the one that best suits your needs.

## 3. Create an interesting subject line

Crafting an interesting subject line for your press release email can help you increase your open rate. Journalists receive a lot of emails every day, so taking the time to develop a professional subject line can help set apart your message from the other messages in their inbox. Here are some tips to help you create an effective subject line:

**Keep it short:** Limit your subject line to a maximum of 10 words to increase your efficiency and open rate.

**Be specific:** Use your subject line to tell the journalist exactly what your press release is about by including keywords relevant to your topic.

**Make it unique:** Consider how you can make your subject line unique. You might include a human interest angle, focus on innovation or take a disruptive approach.

**Provide exclusivity:** If your press release contains exclusive data or research, share this in the subject line to make sure the journalist knows how important your story is.

## 4. Develop a lead for your pitch

Next, it's time to develop a lead for your pitch. A lead is a sentence that clearly states what your press release is about. Since the most common and preferred method to send press releases is a pitch email, learning how to create an effective lead can help set your content apart from the numerous press releases journalists receive in their inbox each day. Keep your lead succinct and focus only on the most important information to attract your readers' attention.

**It may be helpful to answer the following questions in your lead:**

- Who is the press release about?
- What is the press release about?
- When did this occur, or when does it occur?
- Why is this important?
- What effect does it have?

**5. Craft the body of your pitch email**

The next step is to write the body of your email. In this section, you can explain the information you included in your lead. Start with the most newsworthy information to get your reader's attention and then include other information like the location or relevant dates. Limit the body of your email to approximately 150 words to increase the likelihood that journalists read all of it.

**6. Include your press release**

Insert a line spacer after the body of your email and paste your full press release. Including your press release in the email instead of attaching it can save journalists the time it would take to download and open the file. This may increase the likelihood that journalists view and read your press release.

**7. Provide your contact information**

Include your signature and contact information at the bottom of your email. This can help journalists reach you if they have any additional follow-up questions or would like to schedule an interview. You may choose to include your cell phone number, work phone number, email address or professional social media handles.

**8. Send your pitch email at the right time**

The day and time you choose to send your email can have a significant impact on the number of journalists who decide to cover your story. If you send your pitch email mid-morning, you can reach journalists after they clear their inbox of emails from the previous day and before other emails accumulate.

You may also consider sending your pitch email in the middle of the week to increase your open rate. Journalists usually receive the most press releases on Mondays and Fridays, so sending your email on a day when they have fewer emails may help your message get attention. Use an email scheduling software that allows you to select the date and time you would like to send your email to stay organized, save time and increase your efficiency. Research different email scheduling software to determine which one is the most effective for you.

**9. Follow up on your press release**

Take the time to follow up with journalists a few days after you send them your press release to increase the chances of your story being covered. Consider sending a second email to journalists to ask them if they received your press release.

Alternatively, you can also send a new pitch email with the same press release by refreshing your subject line. If you take this approach, try to develop a new angle to highlight your press release. You may use different facts or key details you didn't mention in your previous email. This can intrigue journalists who may have otherwise passed on your story and increase your publicity.

## Tips to send a professional press release

Here are some additional tips to help you create and send a professional pitch email for your press release:

**Pay attention to detail:** Proofread your press release before you send it to ensure all the information is correct. Pay close attention to key details, such as dates, metrics and the spelling of brand or company names. You may also ask a coworker or someone you trust to proofread the press release before you send it.

**Focus on the most important information:** Keep your communications brief by highlighting only the most important information. This can make your pitch email easier to understand and increase the likelihood that journalists take time to read your press release.

**Use simple language:** Use clear, concise language that journalists can easily understand when they scan through your email. This can help journalists identify the key elements of your pitch so they can quickly assess whether your story is a good fit for them to cover.

**Make it newsworthy:** Before you create a press release and a pitch email, ask yourself if the topic you want journalists to cover is really newsworthy. Remember that journalists want to share stories that are entertaining and provide value to their audience. Taking the time to assess whether a topic is newsworthy can help you select the best material for your press releases.

## Example of a pitch email

Here is an example of a well-written pitch email that you can use as a template when sending press releases in the future:

*Subject line: Porch pirates strike a third of West Lanville, according to a new survey*

*Hello Cynthia,*

*Did you know that 36% of West Lanville residents have dealt with package theft over the last year? As the holiday season approaches, we expect to see this number increase.*

*A recent survey completed by D&A Analytics asked 1,500 people living in the West Lanville area to share if they have been affected by package theft in the last 12 months.*

*The results show that while 90% of residents plan to order at least one holiday gift online, 62% of residents are concerned about package theft. 53% of residents have installed a surveillance system as a precautionary measure to monitor their porch for potential theft activity.*

*I have included a press release with the full results from this study below:*

*[INSERT PRESS RELEASE]*

*Please let me know if you are interested in covering this story on your media network. I can be contacted via email or phone at 789-987-7789 to discuss the details further. I look forward to hearing from you.*

*Sincerely,*

*Kevin Gotto*  
*Sr. Data Analyst*  
*D&A Analytics, Inc.*

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