

Synergy Environmental Inc.

Environmental Consultants

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Synergy Environmental is a full Service
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Ask SCORE

PRESS RELEASE BASICS FOR SMALL BUSINESS OWNERS

Press releases remain among the most effective ways to generate awareness of your small business and its products and services. Media outlets may reproduce a press release as is (or with some editing), or follow up about creating a longer story. A press release that gets picked up by reporters, bloggers, and others who share information with potential customers can result in media attention that facilitates interest in your company, builds credibility, and ultimately leads to more revenue.

Keep in mind, however, that the people at media outlets who field press releases are bombarded with them. That means yours needs to have purpose and must stand out from the crowd; otherwise, it may never be read let alone published.

Here are some tips to help ensure your press releases make an impression and make it past media gatekeepers:

Make sure it is sharing something people will care about. While a press release can be about anything relevant to the people you want to reach, make sure you are sharing something that is *interesting*. Never create a press release that does not offer something of value to your readers.

Examples of press release topics that might resonate with people include:

- Launch of a new product that will make customers' lives easier
- Improvement to an existing product that enhances its quality or capabilities
- An open house event

- Introduction of a new staff member who brings additional expertise to your company
- Involvement in an industry association or sponsorship of a well-known program

Keep it to the point. Press releases are typically short, providing just enough information to spark a reporter's interest in learning more. If your press release extends past two pages, it will likely get passed over. Stick to the basic "who, what, when, where, how, and why" information, and include your contact information so reporters can easily reach you if they have questions.

Put it in the right hands. Research what media outlets reach your target audience. Depending on your type of business, that may be local newspapers, local magazines, and local television and radio stations, or you might benefit from a much broader reach. With local media, find out how they prefer to receive press releases. For media reach beyond your local area, you might consider PRlog.com or pay services such as PRweb.com, PRnewswire.com, or Marketwired.com.

About SCORE: Since 1964, SCORE "Mentors to America's Small Business" has helped more than 10 million aspiring entrepreneurs and small business owners through mentoring and business workshops. More than 11,000 volunteer business mentors in over 320 chapters serve their communities through entrepreneur education dedicated to the formation, growth and success of small businesses. For more information about starting or operating a small business, contact SCORE TriCounty. You can call 610.327.2673, email tricity@scorevolunteer.org or visit the website at www.tricity.score.org.

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