

When trying to get your press releases published, please keep these few rules in mind:

1. In your covering letter to the editor, be brief – simply request that he/she “considers your release for publication”. Don’t do any persuading like “your readers are sure to find it interesting”. Deadly. It’s up to the editor to decide whether readers will respond positively.
2. Make sure you select the correct publication. No use sending a release on a new cookery book to a mining magazine. Or the merits of a new pill to prevent Alzheimer’s to Hustler. Or a new baby powder to a motoring magazine. You’ll be surprised to know how many PRs do just that. Waste of money and time.
3. Write your press release in journalese. Imagine it’s a new story with a snappy headline and a short intro to seduce the editor to read on. And quote the spokesperson of the company as often as possible. In other words, it’s he/she saying it – not you.
4. And – a big NO-NO:
No superlatives in your writing: “Best”, “Unique”, “The Only” must not appear! The product or service must speak for itself. Remember, it’s not an advertisement you’re submitting for publication. So refrain from sensationalizing the piece.
5. And please don’t ask the editor when you can expect the piece to appear – and don’t ask him/her to send you a copy of the publication in which the article appears. You’re presuming the article will be used.
6. And – very important – don’t request the edited piece to be sent back to you for checking before publication. Once the article leaves you, it belongs to the editor – so make sure you get the facts – and spelling of names – right first time.
7. And don’t believe the adage, “Bullshit baffles brains”. Rather assume that most editors are beyond that.