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IS IT NEWS



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WRITING PRESS RELEASES THAT WORK
really

IS IT NEWS?

Thank you for downloading this free extract from *Is It News?* This is an entire, unedited, chapter: *Writing compelling headlines*.

It's no secret that the headline is one of the most important parts of the press release. It has to do a lot of work. Primarily, it must grab readers' attention – so they will want to read the rest of the story. But it has to do so much more. Many readers simply skim over headlines as they scroll through the news – so the headline needs to deliver the story's key message, in isolation. It has to be optimised for search engines. It has to be short; a brutally succinct model of information delivery.

For something so important, most of the advice you can find online is, to put it charitably, simplistic: “the headline has to be attention-grabbing!” OK, fine. That is true. But what actually makes a headline attention-grabbing? How do you go about writing a killer headline, not just once but every time, using a proven, predictable process?

This chapter answers these questions. It sets out the logical process for working out what the topic of a headline should be – and then explains, in detail, how to best write this. It will help you to: grab readers' attention, using the fewest words possible; deliver all of a story's essential information; ensure your story performs well with search engines.

Sure, this free extract is here to encourage you to read the whole book – a bit like a headline. But we've chosen this chapter because of its usefulness as a standalone topic. Even if you don't go on to buy the book, it would be great if this enables you to write stronger headlines; headlines which help your news stories to perform far better.

Peter Labrow
Robert Clarke

WRITING COMPELLING HEADLINES

A headline can make or break a press release. For people to read further, it must sell the whole story, at a glance. For people to find your story online, you must also optimise it for search engines.

You will learn how to write a headline that:

- grabs the readers' attention, using the fewest possible words.
- delivers all of the story's essential information.
- helps your story be found quickly by search engines.

SPEND TIME ON THE HEADLINE

The headline of a press release has to work very hard. Journalists, editors and influencers are busy people; they are bombarded with hundreds of news stories every day, and can typically pursue only a few. They're good at spotting what is and isn't news – and are both efficient and ruthless at passing over stories which won't deliver the goods to their audience.

Setting aside the media, the rest of your audience won't read your press release unless the headline is compelling. The headline counts. Ensure you spend enough time on it to do the rest of the story justice.

There's no hard and fast rule as to how long you should spend writing a headline, but consider this: a copywriter is likely to spend as long on an advertisement's headline as *on the copy itself* (within some agencies, the headlines are even written by a different team). That's how much it matters. Typically, a press release isn't as well-crafted as an advertisement, but you should still set aside a decent chunk of time to write it: perhaps 20% of your writing time. *It's that important.* Make it a task in itself.

WHAT IS THE STORY ABOUT?

Don't tap out the first headline that comes into your head. First, write: what is this story about? Underneath, list key points as bullets, but only direct answers to this question. Don't deviate; you can embellish later. Your bullets are neither headlines nor text for the final release; you are only establishing the story's main facts. Now, write: *who cares?* For a story to resonate with readers, it has to have some impact on them. If one of your bullets says, "We've grown by 65% in 12 months", this is something *you care about* but *isn't relevant to readers*. What drove the growth? How does it benefit customers? Why should others care

about this story? Sit back and review your notes. However many bullets you've written, the headline will be the *one, single* thing you want people to take away from the story – the main thing about which they care.

START WITH THE MOST IMPORTANT INFORMATION FIRST

The headline should convey the key point of the story. Note the singular: point. Not points. Every story should have just one key point – and the headline should communicate that key point *clearly*. Within the main text you will have room to include supporting points – but, in the headline, you do not.

News is often about something happening. A new product or service. A new key employee. A change of strategy. An award won. A customer success story. These kinds of things are typically exciting to *you*, so it's tempting to make this the point of the headline. This is often a mistake. Why? Because, in themselves, these are often not newsworthy. You might think they're a big deal, but will others? Unless you are doing something genuinely massive (such as, say, launching a new version of Windows, which is – fair enough – news in itself) the news is *the impact* of that thing happening.

Consider these headlines:

- Joe Hill to join MyCompany
- MyCompany hires Joe Hill

These headlines tell us two things:

- Joe Hill is hired
- MyCompany is hiring him

Unless Joe Hill is a newsworthy person, then this is *not* the 'point' of the story; therefore, it's a weak headline. It may deliver key facts, but it doesn't draw readers into the story. It's dull – and a boring headline signals to readers that a boring story will likely follow.

The *real* story is how this recruit affects things; why the hire is taking place; what's driving it; what the result will be. If Joe Hill is replacing Jane Field simply because she left, then – let's face it – that's not news. No amount of clever copywriting will make it news: journalists can spot lipstick on a pig.

But if the hire is because of some other factor, then it's more likely to be news.

Consider these alternative headlines:

- Joe Hill to take MyCompany into Asian markets
- MyCompany hires specialist Joe Hill to drive sales of widgets
- MyCompany targets double-figure growth: hires Joe Hill

These headlines don't just deliver more information; they raise questions which pique curiosity. Why the Asian markets? Why the focus on widgets? Why does MyCompany think it can grow sales by so much?

In addition to telling us that Joe Hill was hired, these headlines deliver one other essential piece of information: *why* he was hired.

Why he was hired is really the key point of the press release. Therefore, it should be the key point of the headline – providing the hook for people to want to read on.

The key point is the most important aspect of the story *from the readers' perspective*. Another example of a typical headline might be: “XYZ Training to introduce child safeguarding course” – which seems fair enough. It tells us the name of the company and about the training course being introduced. But is this the most important aspect of the story? Why has the course been introduced? What will be the impact of its introduction? A more compelling headline would be: “New safeguarding course aims to reduce child abuse.” From the readers' perspective, the reduction of child abuse is far more important than either the course itself (which for you is a new business opportunity, but for them is a means to an end) or the company delivering it. If you wish to include the business name, then something like “XYZ Training's new safeguarding course aims to improve child safety” adds just two words.

LEAD PEOPLE IN

A headline performs a challenging balancing act. It should primarily encourage people to read the rest of the press release, pulling them into the story. For those who don't want to read the whole release, the headline should impart the story's key point. Ideally, everyone should go away having understood the core of the story from the headline alone, whether they read the entire release or not.

According to David Ogilvy, often called ‘the father of advertising’, “On average, 5 times as many people read the headline as read the body copy. When you have written your headline, you have spent 80 cents out of your dollar. If you haven't done some selling in your headline, you have wasted 80% of your client's money.”

The balancing act is to avoid providing so much information that the need to read the story is rendered redundant. We should pique people's curiosity to get them to go further. Telling people about *the impact* of something can generate more interest than telling them about *the thing itself*.

But what if we *really* wanted to get people thinking?

Consider these examples:

- MyCompany hires new sales head Joe Hill to exploit demand from Asian markets
- MyCompany hires Joe Hill to target growing demand for widgets across Asia
- Widgets to drive double-figure growth under new sales head Joe Hill

In these examples, we've established the ‘why behind the why’. We now know that MyCompany hasn't hired Joe Hill on a whim. There's a business imperative: demand for widgets in Asia. We want to know more. The headline leads us on.

But something else has happened. We've discovered that hiring Joe Hill isn't actually the news. Therefore, it's time to ask whether his name adds value to the headline. Unless Joe Hill is reasonably well known, attaching his name to the press release *headline* might not add that much weight to the story. Although we haven't done so, we could further strengthen the headline by *removing* his name.

Consider these examples:

- MyCompany to exploit demand from Asian markets: new investment in sales
- MyCompany to target growing demand for widgets in Asia: experienced sales head joins
- Widgets to drive double-figure growth at MyCompany under new sales head

The choice of whether to include Joe Hill's name in the headline is down to one thing: does its inclusion make the story more newsworthy?

KEEP IT SHORT

The next challenge is to keep the headline short. There's no hard and fast rule which decrees the length of a headline. But short headlines score in many ways.

People's time is tight. You don't want to make reading the headline feel like a chore. Once you're over a dozen words, a headline becomes visually off-putting. A great headline can be read quickly and understood at a glance.

Headlines are syndicated on search engines such as Google and hopefully on other websites. Wherever your news story travels, a shorter headline always works better.

Bin redundant words. Make every word not only count, but also work as hard as possible. Try shuffling words around to see which version of the headline works best. Consider this headline: 'MyCompany hires specialist Joe Hill to drive sales of widgets'. It could also work as: 'MyCompany hires widget specialist Joe Hill to drive sales' (we removed 'of' and made it clear that Joe Hill is a specialist in widgets, not just sales).

Think about amplification on social networks. How will yours perform on LinkedIn, Facebook and Twitter – especially Twitter, where there is a character limit? A long headline isn't just a chore to read, it gives you less space to expand on the story.

To shorten a headline, use punctuation such as a colon or dash. We've already used one in our examples, for instance: 'MyCompany targets double-figure growth: hires Joe Hill'. In this, the colon removes the need for additional words which not only wouldn't add value, but would also make the headline more pedestrian. Consider how less exciting the headline is when we replace the colon with the word 'and': 'MyCompany targets double-figure growth and hires Joe Hill'. The headline goes from strong to lame. A headline does not have to

be an immaculately constructed sentence. It's perfectly valid to connect two statements, using a colon. Fewer words: more impact.

You don't have to use a colon – it can be a dash.

KEEP IT FACTUAL

A certain amount of descriptive colour is expected – and useful – in a press release, but even modest hype has little place in the headline. If and when other outlets carry your story, they may choose to beef up the headline. They might even add conjecture. That's their job, not yours. Think about one of our sample headlines: 'MyCompany targets double-figure growth: hires Joe Hill'. It's entirely factual. But write it as 'MyCompany to double sales by hiring Joe Hill' then it's conjecture. Avoid this: it is a red flag to journalists, and it triggers scepticism in readers.

If your headline seems dull, consider the following before you start throwing adjectives and superlatives at it:

- Is the headline dull because the story is dull? If your story is a dud, bin it.
- Perhaps you approached the story from the wrong angle. If you gave the story a different twist, could that create a natural opening for a different headline?

Avoid using less accessible words. For example, instead of 'immediately' use 'now'; instead of 'demonstrate' use 'show'. Simplified language does not downgrade your headline: it makes it both faster and easier to read. Using shorter words also reduces character count, which is better for tweets (and most social media updates). Most importantly though, natural language helps make stories more believable.

OPTIMISING HEADLINES FOR SEARCH ENGINES

A headline should also accommodate the needs of your non-human readers: search engines.

The good news is that if you followed the advice given so far, then your headlines will already be a long way along the road to working well with search engines. This is because search engines don't work in a mysterious way. They're designed to be used by humans. Since their job is to deliver what we ask for, we just need to understand how people search. A headline that's good for humans is good for Google.

There's a view that writing for search engines stifles creativity and leads to the repetitive use of a lot of keywords. This is outdated nonsense. There is no contradiction between writing for search engines and writing for people.

- The use of keywords is important. But they don't have to be used excessively to succeed; intelligent use in natural prose is typically enough.
- Conveying the main point of the story *always* trumps trying to be smart with search optimisation. If keywords compromise the headline, let them

go (or perhaps move them to the main body of the press release).

- Be wary of creativity trumping clarity. You're writing a press release. It's not an article or an advertisement, where the headline should be creative. You're trying to impart information quickly, not win a writing award. Creative headlines can undermine an otherwise excellent press release.

Writing a headline in the most obvious way often provides the most effective solution. Take these two headlines:

- Oscar nominee loses life: crashes Porsche Spyder on Route 466
- James Dean, 24, dies in car crash

While the first of the two headlines isn't *that* creative, the desire to embellish renders the headline all but meaningless to people. It's also valueless to search engines – because it's missing the most important keywords: 'James Dean', 'dies' and 'car crash'. Yes, there is an unnecessary fact in the second headline (at least from an SEO perspective) that he was 24. While this may have little search-engine value, it's emotive: possibly the most emotive part of the story. It sets the context for the senselessness of the loss; it has people asking, "Was he really only 24?" The *impact* of a headline should not be hampered by pandering to search engines.

Not only is this headline good at the time the event was news, it also has great search-engine value over the long term. When people search on James Dean, especially his death, they will easily find this story. This is important: people readily think about news as being the here and now, but great press releases can continue to add both search optimisation and publicity value for years.

As we said before: people typically search using a low grammatical register, consisting of common words – pretty much the way they would speak. Nowhere are posturing, inflated words more unwelcome than within a headline. They are off-putting to the reader and almost valueless for search optimisation.

Search engines typically place more value on keywords which are towards the start of the headline. (Interestingly, usability and eye-tracking studies also show that people glance almost immediately to the start of a headline on a page, sometimes not even reading the entire headline before clicking away to a different page.)

Think not just about words you wish to include but also those you should exclude. If words don't have search-engine value, then challenge whether you need them at all. You can't strip out everything except keywords – the headline wouldn't make sense – but you can whittle a headline down to something that is as lean as possible. Where keywords are needed, try to place them towards the start of the headline, but don't obsess about this. The needs of human readers *always* trump those of search optimisation.

You should consider potential keywords when writing *any* part of a press release, but they are particularly useful for the headline – because Google gives greater importance to keywords in the heading of a page and the HTML 'page

title' (the title is the text you see at the top bar of the browser). For news stories, the headline and the page titles are almost always the same, or similar. The page title might also include the name of the outlet carrying the press release – so, a press release headline 'MyCompany hires widget specialist Joe Hill to drive sales' may well become the page title 'MyCompany hires widget specialist Joe Hill to drive sales – Newssite name'.

You can't influence the HTML page title other than via the story's headline.

INCORPORATING BRANDS INTO THE HEADLINE

It can be a good idea to include brands within your headlines, whether this is your company's name or a product's name. This is important not only for brand exposure, but also for search-engine optimisation. When people search for your company's name, or product, this increases the chances of them finding the press release.

However, a company's name eats into the headline's precious word count and strongly influences the way the headline is written. Although companies often expect to see their name in a press release heading, only use it where it adds value – as a fact that's relevant to the news – or if space allows. For example: 'Widget specialist hired to drive sales' doesn't have all of the relevant facts. Better to include the company name: 'MyCompany hires widget specialist to drive sales'. Conversely, there are times when the company's name just isn't needed, such as: 'Warner Brothers' James Dean, 24, dies in car crash'.

INCLUDE STATISTICS

When statistics drive a story, it can make a compelling headline: '45% of TV viewers hate their remote control'. This deploys the story's most important fact within the headline, rather than pursuing any promotional agenda.

USE ACTIVE VOICE

This is true not just of the headline, but also for the rest of the press release. Passive voice takes readers out of the action, rather than drawing them into it. Avoid 'be' verbs such as 'be', 'been' and 'being'. It's far better to say 'XYZ Company has upgraded its security systems' (active) than 'XYZ Company's security systems have been upgraded' (passive).

THE IDEAL LENGTH FOR A HEADLINE

A long headline has few virtues:

- It's more work to read.
- It's more work to understand.
- It's less grabbing of a reader's attention.
- It takes up more lines on a website (once a headline spreads over more than one line, reading it just feels like a chore).

- It could get truncated on other websites or search engines.
- It's far more likely to be edited by news outlets.

Consider this: the headlines on most news websites are typically no more than five to ten words long. There are variations and differences in editorial structure, but that's about average. Some news websites are even more economical with their headlines. For example, on the BBC News website, it's uncommon to see headlines of more than eight words – and just check out how well written they are. The BBC's guidelines call for headings of 55 characters or fewer; its news headlines are often a model of succinct, fact-bearing language (source: BBC). You should consider this an upper limit of what is acceptable. In comparison, many press release headlines are at least twice as long as this.

Long headlines can take up double the number of lines (or more) on mobile devices – and that's where most people pick up their news. Two lines on a website could be four or five on a mobile – more than enough to be off-putting.

Always return to this guiding principle: a headline should communicate only the main point of the press release. Don't embellish it with secondary points. Headlines are often too long because they are trying to include too much.

While some press release writing guides recommend specific word counts or character counts for headlines, this is something that's best left to your judgement. If you bust an arbitrary recommended length by one or two characters to sell the story in the best way, then no harm, no foul.

The length of the headline is important within search engines. According to a study by Schwartz MSL Research Group, around 80% of press release headlines are too long for Google (source: Schwartz MSL Research Group). Google displays roughly 65 characters in its search results pages, so a target length of not more than 70 characters is ideal when considering how your press release will look on Google (source: Schwartz MSL Research Group).

Whichever way you look at it, a long headline does you few favours. When you're considering what should go in a headline, remember that a shorter headline trumps many other factors, however worthy.

BE EYE-CATCHING, BUT NOT TOO CUTE

Using alliteration, assonance or consonance can create a more catchy headline. 'Substantial sales generate growth', for example. Don't overdo this – journalists and outlets have more latitude to be cute with headlines than you.

Likewise, you may often see headlines in the media which play with words for impact, perhaps offering double meaning. Let's say some particular insects are crawling into computer data centres and threatening the servers. A headline such as 'Giant spiders could break the Internet' is certainly interesting – but it's easy to overdo this and end up with something which trivialises your story or looks like a clickbait headline. An outlet may rewrite your story in that way, but that's their call. Be cautious if you take this approach: it may work better in

other versions of your press release (perhaps to customers) or on social media than in a pitch to news outlets and influencers.

AVOID POLAR QUESTIONS

Generally, questions don't make great headlines. You're announcing something, not asking people to make a decision. But while occasionally they work, and they are used by the media, for publicity writers they're best avoided. This is especially true of polar questions – where there are only two possible answers, usually with opposite values, such as yes/no.

The publicity writer's job is to lead the reader in a specific direction and not give them an out. A polar question, by definition, gives a large percentage of the audience a reason to stop reading. 'Will AI dominate the home within a decade?' gives permission to part of the audience to say "no" to the article and leave without reading. A press release is not an article, it's a primer for the pump. Lead people. 'AI set to dominate homes within a decade' is more forceful and tells people immediately the direction of the story.

The general reason why writing headlines as questions is ineffective is sometimes known as *Betteridge's law of headlines*, in which: "any headline that ends in a question can be answered by the word *no*." Such a headline might be 'Does software increase productivity?'

We couldn't state it better than Ian Betteridge in his article from 2009: 'TechCrunch: Irresponsible Journalism' which says that, "The reason why journalists use that style of headline is that they know the story is probably bullshit, and don't actually have the sources and facts to back it up, but still want to run it."

WRITE THE HEADLINE LAST

Writing the headline first can box you into writing the story in less effective ways. Since writing a headline can take a lot of time, you could also lose your creative momentum. Write the story first – that way you know what the story is about, and therefore what the headline needs to say. You can also speed through the story, working on the headline as you edit the rest of the text.

There are many ways to write a good headline, often providing subtly different ways to say the same thing. It's always possible to shuffle around the facts to improve a headline. The key things to remember are: a headline sells the story; it should be as compelling as possible; a headline must be short; a good headline conveys the story's main point; a headline must work for both humans and search engines – but always put humans first.

CONTENTS

Is It News? is structured around the life cycle of a news story:

- Preparation
- Writing
- Distributing
- Measuring

In addition to this, we set the scene with a series of introductory chapters. We've taken this approach because much of the writing of a successful news story isn't about the writing itself.

If you sit down and type, without preparation, you're setting yourself up to fail. So many things influence how a news story is written:

- What do stakeholders expect from the story?
- How does the story fit in with your organisation's content strategy?
- Who are you writing for – the media, or the end reader?
- How do you optimise a story for search engines?
- How do your competitors publicise themselves?
- How will you distribute your story?
- How will you measure its success?

The answers to these questions directly inform both how you write the story and *how well the story performs*. But we know that lots of readers just like to dive into a specific topic, so each chapter stands on its own.

INTRODUCTION

Why publicity?

Publicity is a powerful part of the marketing mix. Indeed, it has the potential to be the most powerful part of it.

What is a press release?

Assuming what a press release is, and what it's for, can blinker us – limiting our approach to publicity.

Why is it called a press release?

Since the mainstream printed media – the press – is likely only a small part of the audience you wish to reach, is it helpful to continue calling your media pitches press releases?

How publicity has changed

Being able to reach an audience through less formal influencers means that public relations can finally deliver on the promise inherent within its epithet: it's about creating a relationship with the public.

Are press releases still relevant?

In a world where news is increasingly influenced by social media, is a press release still a useful publicity tool?

Planning beyond the press release

Using a publicity planning model helps you to deliver more successful campaigns.

Pulling things together

It's not unusual that a press release is one of the last items considered when planning a marketing campaign. But what if you brought it right to the heart of your thinking?

News happens, or you make it happen

Don't hang around waiting for news to happen before reacting to it: news will happen, so prepare for it. And when news doesn't just present itself, what can we do to make it happen?

The goal is publicity

When there's news to announce, many companies' default reaction is to write a press release. But that might not be the best way to get your news out.

PREPARATION

Working with stakeholders

Stakeholders are your customers. You service their needs. To do this successfully, you need strong, positive relationships underpinned by shared goals.

Aligning to a content strategy

A content strategy provides a creative framework for marketing communications. It ensures press releases have defined, achievable goals which support an organisation's overall strategy and direction.

Two audiences; different goals

Setting goals for news stories is important – but when doing so, bear in mind that press releases have two audiences: news outlets and the public.

Search optimisation

Optimising press releases for search engines is vital for them to be found online. Not hard to master, search optimisation is best done by avoiding 'tricks' and following official search-engine guidelines.

Competitor research

Without studying competitors' publicity, it's almost impossible to be sure that your press releases are different enough to stand out.

WRITING

Is it news?

There are two main reasons why press releases fail: the story isn't newsworthy enough; although the story is potentially newsworthy, the writer didn't pinpoint what could have made it interesting.

Keep the reader in mind

While press releases are a vehicle for promotion, they should do this in a way that is relevant to the reader.

Setting news in context

News doesn't happen in isolation. It's part of events: local, national and worldwide. Setting news stories in context helps make them more relevant.

Language style

Press releases should be factual, but there's no need for them to be dry. However, when spicing up prose, don't turn a press release into something it isn't: you're not writing an advertisement.

Structuring and formatting a press release

Working within a defined structure makes you more productive and your writing more compelling. For press releases, most of that structure is predetermined.

Writing compelling headlines

A headline can make or break a press release. For people to read further, it must sell the whole story, at a glance. For people to find your story online, you must also optimise it for search engines.

The synopsis: lead readers into the story

Although the primary goal of the synopsis is to encourage people to read on, it should also impart enough information to enable those who go no further to understand the essence of the story.

The heart of the story

Time spent planning and structuring your story will enable you to write with greater ease – and turn in something far more newsworthy.

Including quotations to build credibility

Incorporating quotations allows you to inject emotion, viewpoint and conjecture into a press release – adding excitement to a story.

Specialists and spokespeople

Press releases provide many opportunities for an organisation to demonstrate expertise within the business.

Citing research

Research can give a press release additional credibility and interest, encouraging outlets to carry it and readers to share it.

Calls to action

Calls to action can improve both response rates and conversions, by directing people to a planned next step.

Quality control

You don't want to divert readers' attention from the story, or for it to be undermined by mistakes or inaccuracies. This means one thing: thorough quality control.

Delivering additional information

It's impossible for a press release to contain every single piece of information about a news story without compromising that story's impact. Don't try to shoehorn everything in: provide it elsewhere.

Campaign landing pages

Press releases benefit from calls to action, but to where do you send people? While it's easy to link to website pages which already exist, creating a campaign-specific landing page has many benefits.

Faking it

Not all changes in the news landscape are positive. Two particular concerns are the rise of fake news and clickbait.

Handling common news topics

There are many potential news topics, but how do you write the most effective press release for each? This is our guide to writing fifty of the most common types of press releases.

Reinvent the press release; reimagine your publicity

Don't accept that a press release or announcement must be confined to a single-page story, when so much more is possible.

DISTRIBUTING

Distribution channels

Be more inventive when distributing press releases. If you're sending press releases only to news outlets, you're missing out – and could multiply your distribution manyfold.

Influencing through influencers

Influencer marketing aims to reach your audience, via trusted intermediaries, with a more authentic message.

Know your contacts

Distributing press releases via mailing lists and newswires is essential, but it's only part of the picture. Equally important is building media relationships.

Distribution software

To be effective, press release distribution should be as targeted and measured as any e-mail campaign.

MEASURING

Measuring results

Measuring the effects of publicity has been notoriously difficult, with results ranging from imprecise to downright vague. But as publicity has evolved, so has the ability to measure it.

VOICES THAT MATTER

Everything that counts can be counted

An interview with Erik Huddleston, president at Cision.

Fewer stories, better told

An interview with Adam Parker, non-executive chairman of RealWire and founder of Lissted.

Connecting content with contacts

An interview with Jesse Wynants, founder of Prezly.

Facts first, opinion out

An interview with Martin Couzins, experienced publicity professional, journalist and editor.

RESOURCES

A collection of useful publicity templates, with a link to download copies which you can edit to suit your needs.

Years of experience, in book form

This book is written by two people with extensive publicity experience – not only helping organisations promote themselves but also running a specialist news distribution service. It distils down around sixty years' collective experience in the field.

About the authors

Peter Labrow has over thirty years' experience in business-to-business marketing, content-creation and publicity. Peter's career includes managing creative teams within advertising agencies and working in marketing management roles up to director level within multinational companies. Over his career, Peter has written countless press releases and articles for magazines and news outlets. Today, Peter runs his own content-creation business, Content Productions. Robert Clarke has marketed learning services over a thirty-year career; in 2001 he founded the learning-sector newswire, Learning News. Robert has helped to build market-leading brands and start-up businesses – marketing IT training, performance support, project management, online learning and learning analytics. As part of running a newswire, Robert reviews a great amount of press releases and his experiences led him to co-write this book.

Find out more

content.productions/isitnews