



## Peter Piper Penned a Painless Press Release

### Process Marketing for Service Businesses Part 7

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Raise your hand if you have ever felt pressure over having to write a press release. How much pain did writing it cause you? If you find yourself procrastinating sending out press releases, then chances are no one has ever told you the secret.

So, come closer...closer...closer, for I am going to whisper it to you now. *Press releases are formulaic.* They are so cookie-cutter that writing them is as easy as taking that pre-made roll of cookie dough, slicing it and baking it. **Really!**

By nature, they have to be this way. As we have discussed, news outlets have so many things vying for their attention that it is helpful to them to be able to quickly scan your release to glean the pertinent information. We all enjoy our favorite cookies. Many releases get pitched just because they do not use the right recipe. Therefore, if your information is written using a familiar structure you can almost guarantee that your release will be snapped up and won't be pitched in the trash immediately.

Here are your ingredients:

1. Recognize that what a press release is
  - a. A press release is an announcement that must have news value and it must be accurate.
2. Know your audience
  - a. It is important to target news outlets just as you target clients
3. Select your format
  - a. Traditional/Formal
  - b. Non-Traditional/Less Formal

Some news outlets enjoy cookies which are more traditional or standard-recipe. They value more formally written press releases. Others, because of the nature of their readers, viewers or listeners are attracted to more exotic cookies and they don't mind a little more creativity. I am providing two examples of press releases in the pdf version of this article. The first one is designed for a more traditional news outlet and contains many of the components you see discussed in articles about writing press releases. The second one is non-traditional as it is written for the creative industry where visual effects and a more creative writing style is appreciated. I'd also like to thank Maria G. and Von of Bad Design Kills for giving me permission to use their press release as an example. You are welcome to use either one as a guide for creating your press release templates.

For more information on writing releases visit Wikipedia and browse the external links section of the press release page.

[http://en.wikipedia.org/wiki/Press\\_release](http://en.wikipedia.org/wiki/Press_release)



## **PRESS RELEASE**

**For Immediate Release  
December 1, 2005- Richmond, Virginia**

### **DOT'S MARKET CLASSES ENDORSED BY SBA**

Halftone Dot, proprietor of Dot's Market, is please to announce the opening of a new instructional web log (blog) site which will teach service business owners how to create, plan and maintain a consistent process marketing program for their business. The Small Business Administration has endorsed these classes. Joe Smith, Director of the SBA spoke very highly of the concept of free classes, "This is the greatest thing since sliced bread for service businesses. I encourage all business owners that offer any type of service to visit the blog and take advantage of this information. I am completely amazed that the sessions are being offered for free when most consulting companies charge high fees for this type of service."

The beginning session at Dot's Market is scheduled to be available on December 15, 2005. Any employee of any service business may register for the free sessions by visiting the blog site, [www.dotsmarket.blogspot.com](http://www.dotsmarket.blogspot.com).

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#### **About Dot's Market**

Dot's Market (<http://dotsmarket.blogspot.com>) is a consulting firm which helps service businesses create and manage a customized marketing process. The company is headquartered in Richmond, Virginia with a branch office in Atlanta, Georgia and currently offers services free of charge.

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#### **Example of Traditional/Formal Press Release**

- \*Is on letterhead, uses simple fonts
- \*Headline is conservative but captures attention.
- \*Body copy is informative and written in a conservative, business-like manner and uses no industry jargon or buzz words. It passes the "so what?" test. A quote from a representative of a respected organization gives the release more credibility.
- \*Information about the organization is located at the end.
- \*Contact information is made available in case news outlets or individuals need more information.



## BadDesignKills.com: A Revolt Against the Revolting

Part prankster, part provocateur, BadDesignKills.com, a new site for professional designers, launched this year on January 12 to cajole an industry invaded by \$29.95 hack logos and cheap clipart collections. The incendiary yet humorous poke at poor design has dual motives: to make fun of the ignorance and cut-rate solutions professionals struggle against, and to generate awareness about the nature of good (and bad) design in the public arena.

BadDesignKills.com is a source for guerilla marketing and more. Cool propaganda-type art is available for design professionals to download and display in their sphere of influence. Industry talents such as Paul Howalt ([www.howaltdesign.com](http://www.howaltdesign.com)), Chris Parks ([www.updesignbureau.com](http://www.updesignbureau.com)), Keith Bowman ([www.designbureauofamerika.com](http://www.designbureauofamerika.com)) and James Strange ([www.gretemangroup.com](http://www.gretemangroup.com)) are among those who contributed free downloadable resources such as stickers and posters. Designers who visit the site are invited to create their own Bad Design Kills propaganda that can be shared with industry professionals globally.

Heavy site traffic shows the Bad Design Kills message hit a nerve. In the first month alone, it's recorded over 3000 unique visitors and 75,000 hits. Professionals from around the world (as far away as New Zealand, Portugal, the UK and Japan, as well as across the US) are contacting Bad Design Kills to get more info and to contribute propaganda. Visitors have downloaded over 3 GB of content, including Bad Design Kills skull and crossbones stickers, Muckie Yuckie tagging stickers and a poster with the tagline, "Practice safe design. Always use a concept."

The Bad Design Kills mantra and concept was created by Von Glitschka, of Glitschka Studios ([www.vonglitschka.com](http://www.vonglitschka.com)). Glitschka Studios maintains and updates the site, and a core group of design professionals review all submissions to maintain the quality of Bad Design Kills propaganda.

Check it out at: [www.baddesignkills.com](http://www.baddesignkills.com)

### Example of Non-Traditional/Less Formal Press Release

- \*Layout is clean, uses simple fonts
- \*Headline is catchy and appropriate for intended audience
- \*Body copy is informative and interesting to read. It passes the "so what?" test.
- \*Information about the organization is located at the end just as in the traditional type press release.
- \*Contact information is made available in case news outlets or individuals need more information.