

The Process Of Writing

While writing skill and experience help in the process, neither is totally essential for writing a press release. People think it's necessary to be "creative," have a great vocabulary" and clever ideas. Not always. There are necessary steps to take to write an effective press release and not all of them are creative. Some are mechanical and boring but make the difference between a dynamite release and a mediocre one. Some of the steps you may never connect to press release writing are pretty straightforward. Follow these steps and you can come up with a professional-looking and sounding release.

The steps, in order of importance are:

- Research --- The Internet makes research easier today but don't forget your local library, encyclopedias, current publications and practical knowledge. Common sense helps.
- Seek Expert Opinions --- Contact people in the field through email, telephone, fax and media outlets.
- Become Knowledgeable about your Product or Service --- Put all the above together; compare and contrast; use examples.
- Write Clearly and Plainly --- Spell check; follow Strunk & White AP, or Gregg Grammar; Use simple language.
- Edit --- Go over the release, word by word.
- Re-edit --- Read the release aloud for your own ears. Get rid of any awkward words that don't flow readily off the tongue. Shorten sentences that leave you breathless.
- Re-write Copy edit --- Read aloud to one or two people (preferably not your family) and give copies for one or two people to read and critique. Use suggestions that make sense to you.
- Final Draft! --- Put all above together and read it one more time.