



# How to Write a Winning Press Release

*If you want free media coverage for your practice but not sure where to start, then this is the article for you. Here, Maritza shows us how to craft that winning press release.*

*By Maritza Duncan*

**Y**ou have decided it is time to get yourself and your chiropractic practice out there in the news and are ready to kick ass. You are feeling enthusiastic, determined and excited but there is just one problem.

You don't know how to. So let me share the secret with you. You need to write a press release and distribute it to relevant media. So what exactly is

a press release? It is a standard way to communicate with the media. It follows

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a simple format and is an effective way for you to get your message across.

Journalists get hundreds of press releases every day so the first and most

important step for you is to come up with an angle which is newsworthy and

relevant. When I am coaching clients on how to raise their profile and write press releases they think that just writing

about their business automatically makes it newsworthy. To yourself and the clients that you are currently helping yes your business probably is



newsworthy. But will your business make the local news just because you adjust people and help them feel better? What makes you stand out from every other chiropractor or natural health professional out there? This is where you need to think “outside the box” and brainstorm. How can you connect what you do with something that is happening in the news right now?

So let’s look at some possible angles that could make your practice newsworthy. What is a common theme in the news at the moment? Stress. Many people are feeling the effects of current economic, social and lifestyle challenges. So, you could put on a free event for members of the local community or a local charity on the subject of “De-stress your body, realign your life.” That is news because you are putting on an event and it is on a subject that most people can identify with. Also as the event is free it is a great way for you to be seen as someone who adds value to the community. Therefore you are raising your credibility as well.

Let’s take a look at another example. Every day you will work with clients and will be making a positive difference

to some aspect of their life. Is there a particular client who has massively benefitted from your sessions, perhaps in a life changing way, with a challenge that a lot of people suffer from? Would that person be willing to give you a couple of quotes as to how your work has helped them? If so, there is another angle for you. Human interest stories are always popular in the media. Stories of people who have overcome adversity are incredibly inspiring. If you and your work have been a contributory factor in helping turn someone’s life around that is a great way to position yourself as an expert in your field.

Just one well written press release with a newsworthy and unique angle of approach could get you a lot of coverage and save you thousands of dollars in advertising fees. A few years ago I wanted to promote my coaching business. It was in the run up to Christmas, traditionally a time when people don’t have extra money to spare so I decided to write a press release, “Why people fail to keep New Year resolutions.” The release date was December 31st. This was topical for the time of year and relevant. From that one press release I got featured in a

local paper, national Sunday newspaper, and quoted as an “expert” in a national women’s magazine. All from one press release!

I have just shared some examples to get you thinking. Of course there are many more angles that you can take. Think about what message it is that you wish to get across and make sure that your angle of approach supports this.

Now that you have your story what is the format of a press release? A press release ideally should be no longer than one page in length. It must be clearly labelled top left “Press Release” and top right either “For Immediate release” or “Embargo Date MM/DD.” The embargo date is the date when the media can release the information. The title must be punchy and attention grabbing so using example one from above as the story the headline could be “Feeling anxious? Chiropractor shares the secrets of how to de-stress your life at free local event”

The first paragraph must be short and snappy and sum up what your release is all about. It must contain the 5 w’s of information. Where, what, why, when and who? It also must be compelling enough to encourage the journalist to read on. Paragraph 2 contains further information on the story. Paragraph’s 3 and 4 could contain quotes from yourself or someone relevant to the story. Paragraph 5 can contain any additional information. At the end of the press release you would write “ENDS.” This signifies the end of material that you wish to be included in any press coverage. “Notes to editors” comes next. Here you would list any information regarding your availability for interviews and contact information. Below this you can add heading “Additional information.” This is where you can put any background information which is not part of the main story.

So, there you have it. All the information you need to start writing your press release and get your message into the media! Let me know how you get on. If you would be interested learning more about how to raise your profile then go to my website [www.maritzaduncan.com](http://www.maritzaduncan.com) or email me direct at [Maritza@spizzmagazine.com](mailto:Maritza@spizzmagazine.com) ■