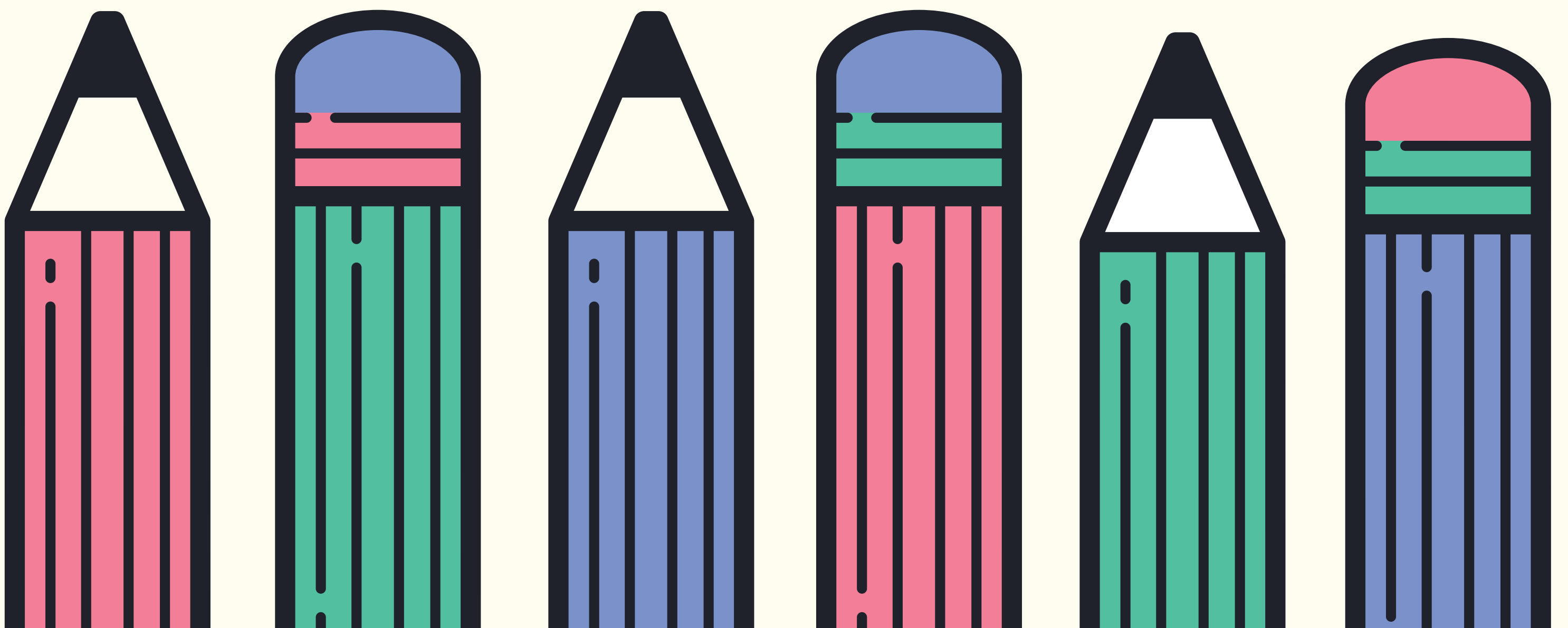


WRITING
PRS & AMPS
FASTER



PR STRUCTURE

Press releases have a number of elements that are common regardless of topic. Using these building blocks can bookend your content – and make writing faster!

PREP YOUR PAGE

Write out 8–10 quick **paragraph topics** to guide your writing.

GET THE EASY STUFF DOWN FIRST

You don't have to start at the beginning and write to the bottom. Jump around!

YOU CAN GET 240 WORDS QUICKLY

6 of your 10 “blocks” are already covered!



BUILDING

BLOCKS



Summary:

This is one of the simplest parts of the press release, because you only have 45 words, and the angle is usually easy to find.



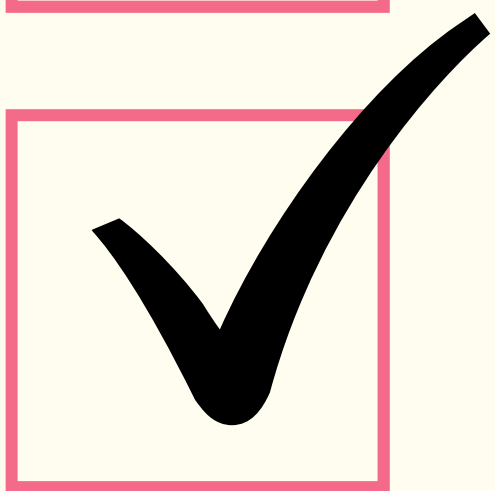
Intro:

Follow on from your main angle. What's the purpose of the launch/expansion/announcement?



Expansion

A good way to present new information here is showing how it relates to the field. What makes it different? Any good stats to use?



About:

At least 70% of the websites we use have an about section. If not, you can usually find relevant info on Google. This is a gimme paragraph!



General:

Bring the PR back to the main angle and mention how the news stacks up with the company's other offerings/services/etc.



Quote:

Try starting your PR by pasting your quote first. It's a nice mental boost seeing 50 words getting chopped off your target!

STORY STRUCTURE

Intention & Obstacle



A/B Paragraphs

One way of writing faster is using an A/B framework with your paragraphs.

A = what the customer wants | B = how the business helps



Who is the customer?

- Homeowner
- Entrepreneur
- Doctor



What do they want?

- A fast home sale?
- Stronger social presence?
- More patients?

A

Eg. One of the biggest social marketing challenges that new business owners face is standing out in crowded fields.



B

Eg. Studies show that LinkedIn is 277% more effective for lead generation than other social networks. Top Notch Marketing provides tailored campaigns to help entrepreneurs leverage this platform.

THE INVERTED PYRAMID

Use this tool to pack your openings with the juiciest and most useful content.

Most Important

Advance Center for Chiropractic, Acupuncture and Nutrition (+1-312-553-2020) has expanded its **holistic healthcare services** throughout **Aurora**, Illinois. The team, headed by **Doctor Michael Luban**, strives to help people improve their **health and wellness**.

Related

The team explains that lower back pain is the **second-most common reason** for US residents to visit their doctor. For those seeking an **alternative to medication**, getting a personalized chiropractic treatment plan can manage pain effectively.

Other

General service/business information.