



Case Study: Writing Compelling Press Releases



"Kathleen has one of the sharpest pencils and the keenest eye that I have found for creating compelling press release content.

Her focus and creativity stand out in the crowd"

Kathleen exceeded our expectations in every way! She was prompt in answering all my emails and had thorough explanations for every question I had. The work was professional in every way."

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Kathleen Allardyce is the founder of Getting It Write Inc. Prior to establishing Getting It Write, she was a manager, consultant and a small business owner. **Contact Kathleen at 888-716-2418 or via email at Kathleen@GettingItWriteInc.com**

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The Challenge

Writing a press release is a challenge, even for professional writers. If the topic of the release is an earth-shattering announcement, it's an easy challenge. If a company is publishing press releases regularly, the topics can't always be highly news-worthy.

In this situation, a client was named to a Top 10 list for entrepreneurs over 40, and wanted to issue a press release.

The Solution

Choosing a "hook" for the release is always the most critical step. For example, the release could have focused on the fact that most entrepreneurs are young; therefore, receiving an award for people over 40 is quite an accomplishment. But, everyone knows that and the release could have fallen flat.

Getting It Write, Inc wrote a press release that accomplished the following:

1. Reinforced the success of the company founded by the entrepreneur.
2. Positioned the award as further proof that the startup was making a splash in the marketplace.
3. Highlighted how the startup idea was identified and how the company was skillfully established and managed by the award-winning founder.
4. Included a carefully-worded quote, approved by the satisfied customer, that highlighted the value proposition the start up offers.
5. Described the award in a way that didn't age the entrepreneur, but reinforced the expertise the founder had gained over years of experience.
6. Utilized the subtle integration of various keyword phrases that is necessary in today's SEO environment.

The Result

The client published a press release that took what might otherwise have been a run-of-the-mill write up and turned it into something newsworthy that reinforced the brand