# "A-Ha!" Press Release Cheat Sheet
### Your value-enhancing, status-building, media attention grabber!

**Tip:** If your release is related to other timely news, trends, or doings – globally or locally – use that as a brief starter paragraph (a "hook") before #1 below.

**1.** "**WHAT** do you have to announce?" *This is the standard "who/what/where/when/why" bit – i.e., "On Friday, January 16th, from 9am-4pm, The Amazing App Company (is holding its annual App-a-Thon) (is hosting an "Ask Me Anything" on Facebook) (is celebrating its latest app launch with a party for all its app-tastic clients).*

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**2.** "**WHAT** are the details?" *Expand on the announcement. Use quotes from relevant people like the business owner or an expert on the topic, provide additional unique or unexpected facts ... in other words, give the media more reasons to run the release.*

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**3.** "**WHERE** can the reader go for more information?" *In addition to providing administrative notes about pricing, limited space, reservations required, and so forth, this last paragraph is where you also say, "For more information, visit AmazingApps.com/event or contact [person's name] at [person's contact information]."*

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**4.** "**ADD** your boilerplate!" *Also called a resource box, this is where you say what you do, who you do it for, and promote a low-risk way for readers to take a next step with your business. For example: "The Amazing App Company designs, creates, publishes, and promotes award-winning mobile apps for Fortune 500 companies and small businesses, too. For more details, go to AmazingApps.com." (This statement usually stays the same from one news release to the next, but it can always be tweaked or customized as appropriate.)*

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**Bonus note:** Got a photo and/or video that's relevant to your news? Send it along with your release – it'll increase the odds that your press release gets published!