

TIPS ON WRITING A PRESS RELEASE

You won't have a budget for advertising for the earlier years of your business and therefore, achieving free PR in the media will be a vital part of your brand building. One of the ways which will help you to achieve this is issuing press releases.

- Think about the part of your business which would be of most interest to the public
- Do remember that what might be of most interest to you, might not be of interest to the reader or listener
- Sometimes the theme of your press release might focus more on the business aspects of your story and at other times the focus might be more on the food itself, or indeed your own personal journey
- Keep your press release to a single page if possible.
- Write it in the third person (as if you were writing about yourself and your business).
- Insert a quote from yourself
- Insert some interesting statistics
- Make sure you include your contact details and a high-resolution photograph

WHO SHOULD I SEND THE RELEASE TO?

- Sometimes you might just be targeting one particular journalist for publication. On other occasions, it might be a general press release that you want to get to as many sources as possible.
- Over time you need to start accumulating contact details for various journalists, food writers and bloggers.
- There are umbrella organisations which will get your message to multiple sources.
- Don't underestimate the power of relationship building. A journalist that you respond to quickly and with the appropriate information very often will come back to you on a later occasion as they know you will help them solve a problem. Don't be afraid to make suggestions to journalists also if you have an idea for a good article that might involve them writing about a number of producers under a particular theme.
- Do think about the audience you are trying to get your message to, and the most appropriate channels for reaching them. An 'influencer' on social media could be more effective for a particular audience than print media or radio as an example
- Don't forget to keep the reach of your PR to cover a similar geographical area to where your product is selling. While achieving national media coverage is great, it will be wasted if the customers can't get your product when they go to their local shop