

## The Secrets Of Writing A Good Press Release



Getting publicity for your business can seem like an impossible task - something that only happens for "big" companies that can afford to hire expensive publicists. The reality is, getting free publicity for your business isn't that difficult.

The good news about learning to write a Press Release is that there is an established format that you need to follow. And once you've learned the basics, writing a press release is a kind of "cookie cutter" process. Here are some basic ideas to keep in mind:

**Make your news "newsworthy".** A press release is not a sales advertisement. A good press release answers all of the "W" questions (who, what, where, when and why?), and sometimes "how?" Your purpose in writing it is twofold: to provide the media with useful and relevant information about your organisation, product, service or event and to get your name out to your target market.

**Begin with a strong headline.** Your headline and first paragraph need to grab the reader's attention. Without being flowery or overly dramatic, you have only the first few seconds to grab your reader's attention and get them to read your story, and decide if it's worth running.

**Tailor your story to your primary audience – the media.** Your secondary audience is your target market, but if the media doesn't decide that your story is newsworthy and runs it, your potential customers will never know about it!

**Pay attention to your writing.** Sometimes, especially in rural areas and online, the media will run your press release in their publications with little or no modification, so make sure you've used your spelling and grammar check before sending it, and keep to the facts. Remember what your purpose is in writing it – to provide exposure for you, and to help brand you as an expert in your field.

**Identify a problem, and show how you're solving it.** Use real life examples about how your company or organisation solved or is solving a problem. Give examples of how your service or product fulfills needs or satisfies desires. What benefits can be expected?

**Stick to the facts.** Always tell the truth. Avoid fluff, embellishments and exaggerations. You want to gain the trust of the media, establish your credibility, and build an on-going relationship with your local media, so that you become a resource for them within your industry.



**Find your "hook".** Try to make your press release timely. If you can hook your press release to current events or social issues, you increase your chances of having it picked up.

**Use only enough words to tell your story.** Avoid using unnecessary adjectives, flowery language, or redundant expressions such as "added bonus" or "first time ever". Paint a strong, vivid picture in the minds of your audience by making each word count.

**Use jargon sparingly.** There are times that some jargon is required if your goal is to optimise your news release for online search engines, but whenever possible, speak plainly, using everyday language.

**Avoid hype.** The exclamation mark (!) is your enemy. You will destroy your credibility by using hype. If you must use an exclamation mark, use one!

**Get Permission.** Most people and companies are very protective about their reputations. Be sure that you have written permission before including information or quotes from employees or affiliates of other companies or organisations. If there is a hint of a dispute in this area, chances are your press release will be tossed aside, and never used. And you will lose your credibility. .

# Do You Have An Exit Strategy For Your Business?



When you started your business, did you have a vision about where it would take you and how you would eventually exit the business?

If not, it is something you should consider and plan for so that you maximise the return on your years of investment; time and money!

There are a number of different options available for disposing of a business and some important considerations to make before you close the door of your business behind you.

## Key Mistakes That Sellers Make

- Allowing too little time to complete and successfully execute an exit strategy
- Focusing on price rather than optimising the value of the company and the terms and conditions of sale
- Selling to the first person that comes along without researching the market to find out what potential buyers may be out there
- Trying to do it independently without considering the use of business experts with many years of experience in this field
- Not positioning the business so that it is attractive to a potential buyer

## What Buyers Are Interested In

A potential buyer is looking for the least amount of risk and the most return on investment. Therefore the following will appeal to a buyer and make your company more attractive compared to any competitor that does not have these traits:

- A business that is not solely reliant on the owner and can function independently once that person has left the business
- Unique products, services or processes that make the business more competitive
- A strong management team that can continue to take the business forward (sometimes a professional investor may place their own team of people within a business to help its success)
- A well defined and differentiated market place and strong position within it (maybe not the leader but certainly a recognised player)
- A diverse and stable customer base - not reliant on a few customers to sustain the business (a number of SMEs have 80% of their business coming from 20% of their clients)
- Recurring revenue business model
- Potential for growth into identified markets
- Strong financial position: cashflow, operating margins, profitability
- Quality business systems and processes particularly with regard to financial reporting (regular management accounts and cashflow forecast)

*For a confidential meeting to discuss the options available to you for selling your business, please contact us today.*



## The Various Selling Options

There are a number of different options available to you if you are looking to sell your business or release capital from it:

- Public sale on the open market to attract strategic investors, competitors, overseas buyers looking to enter a new country for example
- Liquidating shares in a business to realise your return
- Merging the business to increase the value or market place
- Management Buy Out (MBO)
- Succession to family member or employees
- Floating the business on the stock exchange
- Gifting the business to meet personal and/or tax planning goals

So if you are looking to sell your business there are many options, considerations and potential pitfalls for you. If it is not something you have done successfully before it may be wise as a business owner to engage a professional.

The business owner who engages professional advisors, plans thoroughly, and negotiates to ensure that the wealth transfer mechanism chosen most closely delivers on his goals is the business owner who will have executed the optimal exit strategy.



**UK Business Advisors** is a group of over 80 independent and experienced, professional business men and women offering practical business advice covering a range of skills covering all industry sectors and pillars of business:

Finance | Sales | Marketing | Operations | Resources | Management | Strategy  
Telephone: 0333 444 8522 Email: [info@ukba.co.uk](mailto:info@ukba.co.uk) Web: [www.ukba.co.uk](http://www.ukba.co.uk)

Next month: Essential Business Advice Tips: Marketing ~ 6 Simple Steps To A Successful Email Campaign