

PRESS RELEASE TEMPLATE

Compliments of TOTAL GENIUS™ - *Home of the Business Luminary*

total
GENIUS™

(YOUR LOGO)

FOR IMMEDIATE RELEASE:

DATE

CONTACT (you or your PR person)

PHONE

EMAIL

HEADLINE

(Short description of what your release is about - bonus points to make it a shareable on social media)

SUB HEADLINE *(Why it's important to them)*

CITY - One to two sentences that will get the readers/viewers wanting to hear more, or announcing the opening or launching of something new and exciting.

(DESCRIPTION) - Get people to understand what you have or are speaking about and how it is different than what they have seen before. The first paragraph should capture the audience's attention and be the "hook" for your story. Answer the 5 W's: who, what, when, where and when. Be sure to add in relevant details and story nuances. Use shorter, attention-grabbing sentences or bullet points to facilitate social sharing.

(QUOTES) - Include quotes from you, a significant/influential person who might lend their name to speak on your behalf. (If it is you, be sure to talk like the leader and influential person YOU are and want them to believe you are. You are not trying to "prove" you are important - you're communicating information **BECAUSE** you're important. Make sure your quotes have a conversational tone—they should sound like something a human being would say but in "sound bites". Avoid overused words like "excited", "awesome" and "delighted."

(CALL TO ACTION) What do you want them to do once they hear or read this information? Go buy the book? Visit the store? Download something for free?