ALL THINGS Business

What information and content should a press release include?

Here's what you should include in your press releases:

- Headline: Be sure to make it clear why your story is interesting and important. Make it attention grabbing and relivant.

- Press Contact: How can the media get in touch with you if they have any further questions or want to push the story further than a press release?

- Body copy: This is your story and what will be released to your readers. Order information by level of importance and try to include quotes. It should be no shorter than 4 paragraphs.

- Boiler Plate: Tell us what your organization is all about. Blow your own trumpet and make the media want to talk about you.

- Supporting Imagry: It is imprtant to accomany your release with atleast one high resolution image that supports your news story.

Add us to your press list on: news@allthingsbusiness.co.uk for all things Northamptonshire and Milton Keynes business news.

The first for local business news.

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