

NEWSWIRE | newswire.com | (800) 713-7278

Inverted Pyramid

SMART START

Improve Your Press Release
Writing With The Inverted Pyramid

Thank you for downloading the **Inverted Pyramid Smart Start**.

This guide will help you understand the importance of press releases, how to write an effective press release using the inverted pyramid, and share reasons why your business will benefit from consistent press release distribution.

What is a Press Release?

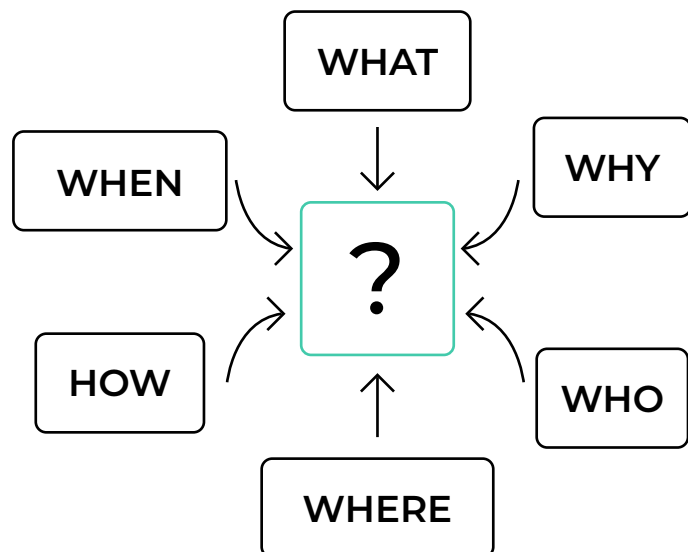
A press release is a compelling and concise news story that's typically written by a public relations professional and distributed to targeted media sources to announce something newsworthy. The overarching goal is to get coverage from relevant publications and be noticed by a company's target audience.

Press releases cover important news such as:

- The release of a special report
- A company milestone
- A new product announcement/launch
- A new round of funding
- Announcement of a new executive
- And much more

Press releases, no matter the announcement, when written correctly, address the who, what, where, when, why, and how.

These are commonly referred to as the 5 W's + How, which make up the foundation of the inverted pyramid.



What is the Inverted Pyramid?

The inverted pyramid is a way for writers to structure a press release to ensure the most important information is addressed at the beginning and the other pertinent details are shared in order based on the level of importance.

This formula gives writers a structure to work from that addresses the 5 W's + How quickly and efficiently to give readers the information they want right away.



How to Write a Press Release with the Inverted Pyramid Structure

To properly use the inverted pyramid, it's important to understand how to structure your press release and it begins with a good headline.

A headline serves as the foundation of the press release and plays a major role in whether or not a person will click on the content.

Headlines should not only grab the reader's attention, but also provide just enough information to pique the reader's interest and compels them to take action.

The headline is accompanied by a sub-headline which is a line of text that can be used to either add context to the headline or provide a one-sentence summary of the information that's included in the release.

Together, the headline and sub-headline set the stage for the messaging of the entire press release.

From there, the first paragraph of the release should address the 5 W's + How.

Including the most newsworthy content at the beginning of a press release is an important skill to master as studies show that only **70 percent of readers will read the first paragraph**.

To keep the reader's attention, the second paragraph should include facts, statistics, and any interesting supporting details regarding the main announcement of the release.

The third paragraph, which is typically a quote from someone in the company, will provide further context for the reader.

The final paragraphs of your press release should cover other background and general information to round out the messaging.

Lastly, the press release should end with a boilerplate which is a brief description of the associated company or organization.

Think of the boilerplate as a condensed "About Us" section that includes high-level details about the company and a link to the website for more information.

Tip: If you're struggling to write press releases on a consistent basis, you don't have to do it alone. At Newswire, we write press releases, send direct pitches, and manage follow-ups to help you land media coverage. Our Press Release Optimizer (PRO) clients typically earn coverage in the first quarter from respected media outlets.



Why are Press Releases Important?

We're living in a time when people spend a large portion of their days online consuming content.

That's why it's important for companies to meet their target audience where they spend the most time online and deliver their content accordingly.

Part of this equation of delivering the right message to the right audience at the right time is consistent press release distribution.

Press releases can help a business earn media coverage, control the company's narrative, and stay in front of their target audience.

Additional benefits of press release distribution include but aren't limited to:

Brand Awareness

Companies small and large can benefit from press release distribution as a way for consumers to know who you are, what you do, and why they should care. By building brand awareness and staying top-of-mind with journalists and consumers alike, you're creating a name for yourself in the industry. And, the more people that know about your company for good reasons, the better it is for your business.

Credibility

To build on the latter point, credibility is a major factor in the success of any and all businesses. The credibility you create is contingent on the value you provide. Building credibility through press release distribution requires effective listening that informs the content you create. The more you understand the pain points, interests, questions, etc. of your target audience, the better your ability will be to create valuable content your target audience wants to read.

Press releases also provide companies with a platform to showcase their expertise through thought leadership pieces which go hand-in-hand with building credibility in your industry. Keep your eyes on trends and become the go-to resource for journalists and publications to turn to for pertinent information and insights regarding topics of interest in your niche.

Search Engine Optimization

Press releases can create immense value when proper search engine optimization (SEO) strategies are implemented. This means adding relevant keywords in the title, introduction, and throughout the text, in addition to creating engaging content. Remember, relevancy and value are two integral components of your success with search engines. Keep this in mind when infusing keywords and phrases into your copy to help build backlinks and encourage people to take action and engage with your content.

Did you know? The majority of our PRO clients have received impactful media coverage from media outlets including, AdWeek, Cheddar, Digiday, Forbes, NBC News, The Chicago Tribune, TechCrunch, PRWeek, and more.

The logo for AdWeek, featuring the word "ADWEEK" in a bold, dark blue, sans-serif font.The logo for the Chicago Tribune, featuring the words "Chicago Tribune" in a blue, serif font.The logo for Cheddar, featuring a pink square with a yellow "C" and the word "cheddar" in a pink, lowercase, sans-serif font.The logo for PRWeek, featuring the word "PRWeek" in a bold, sans-serif font, with "PR" in red and "Week" in black.The logo for TechCrunch, featuring the letters "TC" in a green, blocky font, followed by the word "TechCrunch" in a green, sans-serif font.The logo for Digiday, featuring the word "DIGIDAY" in a bold, black, sans-serif font.The logo for NBC News, featuring the NBC peacock logo with the words "NBC NEWS" in a bold, black, sans-serif font below it.The logo for Forbes, featuring the word "Forbes" in a large, black, serif font.



Get help with your press release distribution today!

Not sure what you need from a distribution partner or where to start? Newswire's team of expert PR Strategists can conduct a free, comprehensive needs analysis to determine the right solution. In addition to press release distribution options, Newswire offers additional media and marketing communications support through the Press Release Optimizer.

GET STARTED

