

## Small Biz Press Release Formatting Checklist

Print off this checklist and tick off each step as you go through the ['Foolproof Formatting: How to Craft and Create a Captivating Press Release'](#) guide on our Talk About Digital Podcast website.

### The Essentials of Press Release Structure

- Follow a clear, simple layout (headline, opening, body, quote, CTA, contact information)
- Keep the press release short and to the point (300-400 words max)

### Crafting an Attention-Grabbing Headline

- Write a headline that reflects your business and key message
- Keep it clear, catchy, and under 12 words
- Use action words and highlight customer benefits

### Writing a Snappy Opening Sentence

- Introduce your business and news in one concise sentence
- Hook the reader by getting straight to the point

## **Formatting the Body of Your Press Release**

- Break content into short paragraphs (2-3 sentences)
- Use bullet points to highlight key features or benefits

## **Inserting Quotes That Add Value**

- Include a relevant quote from the business owner or a happy customer
- Keep the quote simple but impactful, highlighting benefits

## **How to Add a Strong Call to Action (CTA)**

- Make your CTA clear and action-oriented (e.g., visit, call, sign up)
- Place the CTA towards the end of the press release
- Ensure the CTA is easy to follow, with links or contact details

## **Including Your Business Information**

- Include essential contact details (name, phone number, email, website, social media)
- Provide a specific contact person (e.g., owner or manager)
- Ensure links are clickable and correctly formatted

## **Perfecting the Visual Layout**

- Use a consistent font (Arial, Calibri, Times New Roman) and size
- Keep the design simple and professional with proper spacing
- Use bullet points and bold text to make key details stand out
- Ensure any featured images are high-quality and relevant

## **Checking for Formatting Mistakes**

- Ensure consistent font style and size throughout the press release
- Avoid overuse of capital letters and keep paragraphs short
- Include a strong CTA and double-check contact information

## **Proofread and Polish**

- Read the press release aloud to check for awkward phrasing or errors
- Use spell-check tools to catch any mistakes
- Ask a colleague or friend to review the press release
- Double-check all links and contact details for accuracy

## **Final Review**



- Confirm that your press release is clear, concise, and easy to skim
- Ensure the tone is professional and relevant to your business
- Ensure the formatting is consistent and polished throughout

By using this checklist and following the related guide on the TAD website you will understand how to correctly craft and format your small business press release to conform to press standards giving you the best chance of securing PR exposure.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.