Enspirers.

Press Release Template

Fill in each section, then submit it with your Enspirers order.

FOR IMMEDIATE RELEASE

Date: [Month Day, Year]

1 HEADLINE

[Company] Launches [Product or News] to [Benefit]

> *Keep it under 100 characters. Be specific and factual: name the company and the real news, not slogans.*

2 SUBHEADLINE

[One line that adds the most important supporting detail.]

3 OPENING PARAGRAPH

[CITY, State] - [Month Day, Year] - [Company] today announced [what], [who it is for], available [when and where]. [Why it matters in one sentence.]

> *Answer who, what, when, where and why in the first two sentences. If an editor reads nothing else, they should still get the story.*

4 SUPPORTING PARAGRAPHS

[Details, features, pricing or availability. Add one proof point: a number, result or customer.]

> *Two or three short paragraphs. Use facts you can back up. Avoid hype words such as 'revolutionary' or 'best-in-class'.*

5 QUOTE

“[A clear, human quote on why this matters and what it changes,]” said [Name, Title].

> *One quote from a named person. Write it the way they would actually say it.*

6 ABOUT THE COMPANY

About [Company]: [Two or three sentences on what you do, who you serve and one proof point.]

7 CONTACT AND CLOSE

Media contact: [Name] | [Email] | [Phone] | [Website]

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Before you submit

A quick checklist and tips to get approved first time.

1. **Lead with the news**
   The headline and first paragraph carry the story. Put the most important fact first.
2. **Keep it 300 to 500 words**
   Long enough to inform, short enough to read. Cut anything that does not help the reader.
3. **Write in the third person**
   Say “Acme Studio announced”, not “we announced”. Keep a neutral, news-style tone.
4. **Back claims with proof**
   Use numbers, results, awards or customer examples. Avoid unverifiable superlatives.
5. **Add a named quote**
   One quote from a real person with their title makes the story feel human and credible.
6. **Include your links and contact**
   Website, social links and a media contact so editors and readers can follow up.
7. **Proofread twice**
   Check names, dates, figures and spelling. Read it aloud to catch awkward sentences.

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