

A press release is a powerful tool to spread the word about your organization. There are two key things every press release needs:

1. **Newsworthy content.** It doesn’t need to be earth-shattering, but it should at least be new. It has to be interesting enough to get bloggers’ and journalists’ attention… and get THEIR readers’ attention, too.
2. **Quality, skimmable copy.** Most people won’t read your release word-for-word. So it’s important to format your release for skimmers. Use simple sentences. Bullet points. And short, fluff-free paragraphs.

For more tips on writing engaging copy, see [this guide](https://backlinko.com/copywriting-guide#compelling).

## And with that, here’s your press release template.

Replace the example text in each section with your own.

**Your hook, designed to appeal to a wide audience:**

*Internet Users More Likely to Share Long-Form Content*

Tip: See more on writing a great hook [here](https://backlinko.com/write-a-press-release#press-release-hook).

**Headline, featuring your hook:**

*Internet Users More Likely to Share Long-Form Content,
New Study by BuzzSumo and Backlinko Finds*

**Your lead, highlighting the most interesting part of your release:**

*Long-form content results in 56% more social shares than content shorter than 1,000 words, according to* [*new research from BuzzSumo and Backlinko*](https://backlinko.com/content-study)*.*

**PR body copy, written in the 3rd person so that journalists can copy and paste:**

*The research, which analyzed over 900 million articles, also discovered that long-form content was correlated with better backlink performance. Specifically, posts weighing in at more than 3,000 words receive an average of 77.2% more referring domain links than short articles and blog posts…*

*(etc.)*

Tip: Check out a full Backlinko press release example [here](https://www.prnewswire.com/news-releases/internet-users-more-likely-to-share-long-form-content-new-study-by-buzzsumo-and-backlinko-finds-300797206.html).

**Your contact info:**

*Media Contact*

*Your Company*

*John Doe, +1-555-567-8899*

*john@company.com*

Tip: Let journalists know that you can provide more help or resources with a note like: “If you have any questions about this release, don’t hesitate to get in touch.”

**Boilerplate info about your company:**

*[Company name] is a \_\_\_\_\_\_ that helps \_\_\_\_\_\_ do \_\_\_\_\_\_ by \_\_\_\_\_\_.*

I hope you enjoyed this press release template. For an even more detailed step-by-step method I use, check out [How to Write a Press Release: The Definitive Guide](https://backlinko.com/write-a-press-release).

And remember, you can find 20+ other marketing templates (including more for public relations) [right here](https://backlinko.com/templates).

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