



(Letterhead)

For Immediate Release. . .

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Headline

Type a descriptive, clever and catchy headline in capital letters and center it. Lure the editor to read more. Then space down four lines and get into the body of the release.

Issue or problem

The lead paragraph is designed to invite the largest number of people to read the article. It must have broad appeal; make it interesting. The release should be *issue oriented*; write about the *problem*, not the book. The release should begin by stating the problem and telling why this is an important subject. Make it provocative.

Development

Spend a second paragraph developing the message. Put the most interesting information first to keep the reader reading. Recite the most important items in descending order so that if some are cut from the end, the most important will remain. Provide interesting facts and statistics.

How the book solves the problem

Now move from a *what* orientation to the *how* orientation. It is not necessary to dwell on the book. Anyone who finishes the article will be interested in the book. Then describe the contents of the book; mention it as a resource. Continue with some background on the topic and show why your book is unique, useful and timely. Recite benefits to the reader.

Author

Spend a short paragraph on the author and tell why the author is an expert on the subject.

Ordering information

Give the price and mention that the book is available from the publisher as well as the stores. List your address so the reader will know where to send the money. Code your address.

End the release with the newspaper termination sign: -30-.



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Tel: ()

Cell:()

email:

(Headline):

(Issue or problem):

(Development):

(How the book solves the problem):

(Author):

(Ordering information):

The book is available in better bookstores or direct from the publisher. Send \$

-30-

Your news release