

108 Brilliant Ideas for Writing Super Effective Press Releases

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It's a funny (but true) fact: One of the biggest challenges people face when writing a press release is coming up with a reason to write one in the first place.

Hard to believe, right? But there's hope on the horizon.

At prReach, we've compiled the largest list of press release writing ideas and themes on the planet. Keep referring back to this list every time you prepare to write a release and you'll perpetually have a "newsworthy" topic deserving of real media exposure.

And one more thing — before you dive in to write your release, here's an important tip to keep in mind: Your headline is doing A LOT of the heavy lifting. In our experience, writing a great headline is 70% of writing an effective press release.

So, without further ado, we present...

The Top 108 Reasons for Writing a Press Release

1. New business announcement
2. Just purchased an existing business
3. Just sold a business
4. Just merged businesses
5. New service offering
6. New product line
7. New website
8. Re-launch of an existing website

9. Offering a discount on a product or service
10. Events in news that tie into your product or service
11. Discontinuing a product or service
12. New research that ties into your product or service
13. Something that makes your product or service unique to your industry or customer
14. Price increase or decrease
15. Announcing involvement in charitable event or activity
16. Announcing an internship program
17. Sponsoring a local sports team or athlete
18. Sponsoring a local event
19. Pro bono work done for a newsworthy client
20. Releasing findings of a new study or research
21. Offbeat or humorous news (e.g. "Kung Fu Squirrels Go Nuts in Africa")
22. Change in business terms (e.g. shipping policy/rates, new website terms)
23. Business tips
24. Top Ten List (e.g. top ten juicing recipes)
25. Inspirational stories tied to you or your business

OK, so those are the first 25 reasons to write a press release. Ready to maximize your exposure with the power of PR 3.0?

Still need ideas? The list continues...

26. Humorous stories tied to you or your business
27. Commentary on new trends or technology that may relate to your business
28. Predicting new trends or technology that may relate to your business
29. Receiving an award
30. Giving an award

- 31.** Commentary tie in on someone receiving an award (e.g. Jack Nicholson receiving an Academy Award)
- 32.** A major accomplishment for you or your business
- 33.** Published a new eBook
- 34.** Published a new book
- 35.** Published a new newsletter
- 36.** Company anniversary
- 37.** Website anniversary
- 38.** Partnership anniversary
- 39.** Business relocation
- 40.** Business adding a new location
- 41.** New company name/announcement
- 42.** Responding to being named in a lawsuit
- 43.** Filing a lawsuit
- 44.** Announcing the acquisition of a new large client
- 45.** Announcing an appearance in the news
- 46.** Announcing an appearance on the radio
- 47.** Announcing an appearance on a podcast
- 48.** Appearance in print media
- 49.** Webcast appearance
- 50.** Announcing a television appearance
- 51.** Hosting or appearing on a webinar
- 52.** Hosting or appearing on a teleseminar
- 53.** Announcing a media appearance of any kind
- 54.** Public appearance
- 55.** Speaking engagement
- 56.** Attending a conference
- 57.** Keynote speaker
- 58.** Sponsoring a workshop

59. Sponsoring a fundraiser
60. Sponsoring a seminar
61. Hosting a contest
62. Funding a scholarship
63. Contributing to a scholarship
64. Partnership agreement with another business or organization
65. Hiring of a new executive
66. Announcing a promotion in the company
67. Retirement of an employee or executive
68. Death in the company
69. Employee resignation
70. Change in the way a product is manufactured
71. A new technology or process within the company
72. New company image
73. Change in current branding
74. New brand
75. New company logo
76. Restructuring a company
77. Exposing industry scams
78. Holiday related sale
79. Holiday related event
80. Making industry predictions countering or supporting industry experts
81. Providing a quote or a sound bite relating to news relevant to your industry
82. New use/application for your product
83. Celebrity or public guru using your product
84. Celebrity or public guru endorsing your product
85. Hosting a tour of your facility
86. Staff member receiving a new credential or certification
87. Offering free product sample

88. Offering free consultations
89. Response to accusation against your industry or your company
90. Setting a major goal
91. Accomplishing a major goal
92. Launching a rewards program
93. Announcing a new referral program
94. Schedule of upcoming speaking engagements
95. Hosting a conference
96. Announcing efforts to make your company more "green"
97. Disproving common myths in your industry
98. Taking your company public
99. Taking public company back to a private company
100. Transferring ownership of a public company
101. Reorganization of a public company
102. Initial public offering and timeline to go public
103. Filing a patent
104. Being awarded a patent
105. Commemorating an important milestone
106. Exhibiting at a trade show
107. Announcing a stock offering
108. Tips sheet (e.g. "Handy Tips for Growing Tomatoes"; "Five Easy Steps to Save for Retirement")

It's official: You've just made it through the most extensive list ever compiled of compelling reasons to write a press release. So, are you ready to utilize the massive power of the greatest online video press release service ever created?

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