



Be famous

Press releases

You've got some great news - you've won an award, set up something quirky, raised money for charity - and you want to contact your local media about it.

You know that getting coverage in the press can help you get seen by your future clients, and gives you far more credibility than a paid ad.

You need to write a press release, but don't know where to start or what to include.

I can interview you and write the press release for you - in fact, I AM the press. I'm a qualified journalist and have written for national and local media for 23 years. In my career I've seen thousands of press releases - including some great ones and some real shockers - and written many, many more for clients.

I know what's essential to include, what's best left out, and how to write it so it's most likely to get used.

Press release package

- 30 minute Zoom call to find out about the news you want to shout about, as well as a bit about you and your business.
- Write up your press release (1-2 sides of A4) to maximise your chances of getting coverage, and make one set of amends if needed.
- Advice on what images to send with your press release.
- PLUS a personal list of four names and email addresses of journalists/publications you can send it to, saving you trawling through lots of media websites.

£150

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Prices correct at January 2022

