



1. **The Lead:** In one sentence, what is your news? What's the most exciting/important thing? Is there a key detail you should include?
2. **Background:** Give a couple of details giving background about your news. Think about giving context, information on a problem being solved, etc.
3. **Quotes:** Think of people you want to quote. Heads of your organization? Customers? Ask for quotes from a few people and then choose the one that is best.
4. **More:** Write more details or background about the news.
5. **Official info about your business or yourself:** This is the who, what, and why of your business.
6. **Important Info:** How does someone find you or your business? Website, email addresses, phone numbers, etc.
7. **Headline:** Now that you've written all that, write a brief headline that captures the essence.