|  |  |
| --- | --- |
| **Campaign Name:** | *Give this release a name (“Website Launch” or “Token Sale”)* |
| **Campaign Dates:** | *Approximate dates you will run this press release.* |
| **Project:** | *What project or website is the press release promoting?* |
| **Call To Action:** | *Where do we want to drive readers? What do we want them to do?* |
| **Post Channels:**Where this message will be seeded and shared. | * *Include press release wires (we recommend* [*BusinessWire*](https://www.businesswire.com)*)*
* *Include social media feeds (we recommend* [*LinkedIn*](https://www.linkedin.com)*)*
* *Include any other channels (email, paid promotion, etc.)*
 |
| **Headline:**Strive for a one-sentence message that is clear, actionable, and inspiring. | *In one sentence, what is the project you’re announcing, and why is it newsworthy? Please write in headline style.**Good PR headline examples:** *MyToken Secures $100 Million in VC Funding to Build Blockchain-Based Mapping Engine (tells the who, what, why)*
* *CoinCrowd Passes 50,000 Unique Daily Users, a Milestone for Blockchain Crowdsourced Reviews (newsworthy)*
* *Who’s Your Daddy? BlockchainDNA Wants to Tell You (catchy)*

*Bad PR headline examples:* * *MoneyMetrics Launches New Website (who cares?)*
* *Judy Jamison Takes on Role as CEO of BlockchainBytes (who is Judy Jamison and what is BlockchainBytes)?*
* *CoinMinter Celebrates 10,000th Account Opening (why is this number important?)*
 |
| **Subhead:**One sentence that “unpacks” the headline. | *Add additional detail so that the headline + subhead answer the 5 W’s (what, when, where, why, and how). When combined, the headline + subhead should provide the entire story for a journalist at a glance.* |
| **Message Points:**3-5 message points that can be used as “springboards” for blog posts and social media. | * *Once-sentence facts that reinforce the headline + subhead.*
 |
| **Quotes:**Two or more quotes from people involved. | * *You should write these quotes yourself, but get signoff from the people quoted before releasing.*
* *They should be inspiring, optimistic, and forward-looking.*
 |
| **Hashtags:** | * *Choose 3-5 popular hashtags to “piggyback” your campaign.*
 |
| **Character Strength(s):** | * [*See list here*](https://mediashower.com/about-us.html)
 |
| **Cognitive Dissonance:**Makes messages more likely to be more shared. | * *What elements of your message will “trip up” the brain into taking notice?*
 |
| **Authority:**What element of authority will cause people to share this without modification? | * *What will cause people to trust this message? (Trusted brands or people, alignment with personal ideologies, etc.)*
 |
| **Viral spread:**How will we encourage people to share (without explicitly asking for it)? | * *What viral mechanics are baked into the message itself?*
 |
| **Supporting Visuals:** | *Include fully-licensed images that can be used in your campaign (screenshots, diagrams, etc.) A picture is worth a thousand words!* |

**When you’ve filled out the above, put it together like so:**

[HEADLINE]

*[SUBHEAD in italics]*

[DATE, LOCATION] - [Opening paragraph, summarizing the entire story “at a glance,” with MESSAGE POINT 1]

[QUOTE 1]

[MESSAGE POINT 2]

[QUOTE 2]

[MESSAGE POINT 3]

For more information, [CALL TO ACTION]

[PRESS RELEASE CONTACT: NAME, EMAIL, PHONE NUMBER]

###

**Remember**: Perfection is the enemy of progress. Don’t get it perfect, get it done!