

Your key messages are the crucial pieces of information that you need to communicate about your product and business.

You will subtly weave (not shoehorn) these key messages into your media release.

Keep them short and to the point – one punchy sentence per message: ie [Name of business or product] is a new app that allows people to do xx.

Here's a list of questions to help you work out what your key messages are:

WHAT DOES YOUR PRODUCT/SERVICE DO?

WHAT PROBLEM DOES IT SOLVE?

WHAT MAKES YOUR PRODUCT/SERVICE DIFFERENT TO ALL THE OTHERS THAT HAVE GONE BEFORE YOURS? WHY SHOULD SOMEONE BUY YOUR PRODUCT? WHAT MAKES IT SPECIAL?

HOW DO PEOPLE GET THEIR HANDS ON IT?

WHAT'S YOUR URL?