

Use this worksheet to refine the building blocks that make up your story. Get this bit right and writing your media release will be a breeze.

YOUR BASE STORY:

[This is the thing you want to talk about; it's the crux of your story, so it's either a quirky angle, a seasonal story, you're releasing some new research and you've spotted a new trend, you're chiming in on a discussion already being had or it's your business story.]

SUBSTANCE:

[This is your research and statistics to back up your story.]

SPOKESPERSON:

[Whom in your business can you put forward for interview with the media? It should be someone who can represent your company, talk with authority and passion about your product. What would they say about your base story?]

CREDIBILITY - AN INDEPENDENT EXPERT:

[Is there someone you can call on to back up your story? They should not be connected to your business but rather an independent person that is seen to be credible. What would they add to the discussion?]

COLOUR:

[This might be an interview with someone who is affected by the issue your product solves; someone who is willing to talk about how the issue affects them personally. It could be that you've received investment or that someone with a profile has joined your business. It could simply be your personal experience of the issue and how it drove you to create this product to combat it. What would you/they say?]

PHOTO FOR PRINT AND ONLINE AND/OR FOOTAGE FOR TV:

[What could your photo be? How can you best bring your story to life pictorially? Where should it take place?]