

**WHO, WHAT, WHY, WHEN, WHERE, HOW
CLARITY, BREVITY, CONTENT**

WHO are you writing for? A press release may need to state this upfront

WHAT is your product/service? Describe in industry known terms so it fits recognizably into the reader's known universe

WHAT features does it have?

WHY should they buy? What will your product/service do for its purchaser?

WHEN would they use it?

WHERE would they use it?

HOW would they use it?

HOW does it do what it does?

BE clear, don't waffle, and don't mention your company name too often. Read it through, be honest

BREVITY – Be brief if you don't have much to say but use as much space as you need

CONTENT – ensure your writing contains meat and two veg – something to chew on – if you fluff out a piece ensure the fluff is also interesting, relevant, witty

TECHNOLOGY – do write about your technology, this adds credibility and is interesting to designers and engineers

Talk to us about how we can help you...

Contact Information

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