

PR Tool Box – Boilerplate

- **What it is:** 2-3 sentences about your company/service
- **Key Takeaway:** Authentically connects with followers
- **How to Use:** Use to close for press release or media alert



Boilerplate

- Abbreviated “About Us”
- Standardized last paragraph inserted in all press releases
- No more than 100 words, excluding 1 web or 2 social links

Key components

- Company name
- Company’s products/services
- Company positioning
- Website
- Social media links

Sample

Susan and Jon Cross are award-winning conservation experts and passionate advocates of connecting with nature to reduce stress and improve mood. They’re on a mission to help others experience firsthand the grounding power of nature through writing and speaking about their front-line preservation activities in the rare habitat where they live, The Oak Openings Region in Ohio. Learn more at www.zenvironment.life.