

Better conversations. Better outcomes.

Perfecting the press release to power your practice

Public relations (PR) is more than just crisis management to prevent bad news. It can boost your business and help spread your knowledge and expertise as well. As part of an overall marketing strategy, PR can help raise your image as a thought leader, build credibility and attract new clientele. One of the most effective tools you can use to help accomplish this is a press release.

In the fast-moving world of social media and online news, a press release may seem a bit old-fashioned. However, when created and used the right way, it can be a valuable way to promote your firm and get in front of media outlets. In addition, a well-written press release may help improve search engine optimization and help drive traffic to your website.

So, where do you begin? To help with writing a press release for your firm, we've assembled five key considerations.

Identify the purpose

Be sure to identify what you are trying to accomplish with the release. What do you want the public to know? Does it appeal to your target audience?

Write as if it's an actual news story

Start with a compelling headline that will draw the reader into the article. Include a short subhead to provide any additional details. If possible, include keywords for search engine optimization.

Answer the five Ws

Who: your firm or specific staff member

What: what happened or will happen that you want your audience to know

Where: where it happened or will happen

When: when it happened or will happen

Why: why the reader should care about this news

Additional details

Add one or more quotes from you or your team. You can also include any relevant statistics and supporting data to back up your announcement.

Finish strong

The end of the release is designated for your boilerplate language. This is where you provide background information on your firm and embodies everything you want your target audience to know about your firm. Be sure to include links to your website and social media pages. Save this text and use it at the end of all press releases.



When to write a press release

- Announcing new products or new hires
- Corporate milestones
- Awards

Helping you engage in better conversations that drive better outcomes is at the very heart of who we are at BMO Global Asset Management. And we do that by providing you with ideas, access and ease.

- **Ideas** — Unique insights into wealth planning and financial decision making.
- **Access** — To our investment teams and industry experts.
- **Ease** — Making it easy to put ideas and access into action.

Let's start better conversations!

SAMPLE PRESS RELEASE TEMPLATE

TIP

Include logo/
letterhead

ABC Wealth Management

NEWS...FOR IMMEDIATE RELEASE (or the release date on which the information can be published)

Get your audience's attention with a compelling headline

Offer additional context in a subhead to draw your audience in further

TIP

Add a dateline
to provide the
date and location
of release's
issuance

LOCATION, MM/DD/YY — Get right to it. Tell your audience why they're here. Start with the most important and newsworthy details.

Break down your news and highlight why it's important in the body of the release. Answer the 5 Ws. Use commonplace words and avoid technical/industry terms. Break out the highlights into a skimmable list to draw focus to important details:

- Highlight #1
- Highlight #2
- Highlight #2

"Include a quote from an your team or a stakeholder," said your company's source. The quotes should sound real and conversational while including information that is not anywhere else in the release.

For more information, end the story with a call to action that highlights the next steps the reader should take — such as a link to your content or thought leadership.

About ABC Wealth Management

Your boilerplate should feature essential, relevant and up-to-date company information and link to your company's website. Include the important information you want the reader to know about your firm, focus and purpose. Include your company's location and when it was founded. Provide information on your products and services.

TIP

Indicate the end
of the release
by inserting ###

###

Contact:

Always include a contact responsible for handling any responses to the release. Include contact name, phone number and email address.

? Continue the conversation

BMO Global Asset Management Better Conversation Guides provide insights into some of the biggest challenges to your success.

Visit the Advisor Resources section on the BMO Global Asset Management Viewpoints website at bmogamviewpoints.com for additional resources and information to help make your next client conversation a better conversation.

Contact us

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 bmogamviewpoints.com

 [bmo-global-asset-management](https://www.linkedin.com/company/bmo-global-asset-management)

 bmogam.com/betterconversations

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