

Press Release Questionnaire

Thanks for your interest in our press release service. We syndicate all press releases to 500+ news and media websites. Our press release service requires the following information to effectively craft your business's story.

Basic Information

Company name as you would like it to appear in the release:

Name of contact person:

Email address *(we recommend that you do not use a personal email address):*

Phone number *(a toll-free number is recommended):*

Business ZIP code *(also required for submission):*

News & Business Information

What is your news? Provide a detailed announcement here. You can announce an upcoming event, grand opening, expanded services, a new service area, new products or capabilities, recognition within your industry, or an award given to an employee. Remember that a press release informs and should not read like an advertisement.

Describe your business/organization. Include details that your copywriter should know before writing your press release. Provide links to relevant pages on your website, if that helps.

Two quotes, including the name/position of the business owner or official spokesperson. This is a good place to add a "voice" of enthusiasm or emphasis about the announcement, your business and its offerings, your goals and/or competitive advantages, etc.

a. Quote One:

b. Quote Two:

What does your organization provide or do that others in your industry/market niche don't? Most of today's websites are designed for easy navigation. This is no longer considered noteworthy.

Target Market & Related Information

Describe your target market. Provide details about whose attention you hope to attract with this press release.

Is there a particular angle you would like us to use in the release? (*Current trend, related event, etc.*)

Keywords: What words/phrases do you think your customers use when they search for your services/products online? What words/phrases do they use to refer to your services/products when they call or email you? Sometimes the language used within an industry is different from the language used by the customer.

Additional Information

Boilerplate (*this will appear at the end of your press release*):

Name and title of business owner:

Owner's background:

Provide a summary of your business or organization:

You may provide links to two images to be featured with your press release. You may also send images to your copywriter coordinator directly.

When would you like this press release to go live online? *(The earliest possible launch date is 3-5 days from the time we receive the completed questionnaire).*

Press Release Distribution Package

Please select a press release package (check one):

- PR Basic - \$147**
- PR Plus - \$217**
- PR Ultimate - \$247**

Would you like to add-on any additional services (check all that apply)?

- Yahoo Finance Distribution - \$100**

Thanks for filling out the questionnaire!

Sincerely,
Kelly Morris
Business Affairs, Synergy