

## write a creative summary

**TIME:** About 15-20 minutes (*reuse content in Body Copy*)

**"Kareem Abdul Jabbar takes Jewish Telethon to New Heights as Basketball Legend Bridges Diversity with Unity in Annual Chabad Fundraiser"**

**SUMMARY:** Making your story compelling enough for a journalist to read in 2–3 sentences takes finesse and the ability to view your press release from the viewpoint of the media. Don't skimp here... this is your time to shine, and **condense your key thoughts into succinct sentences that develop readership.**

**Using Your Title, search your Product Lit, Competition and Web for New Angles.**

**Spin the Title** - You've already invested some time in crafting a "grabber" headline – now **it's time to add some interesting "spin"** to it by expanding on the more dynamic content within the body copy of your release. Don't repeat your title – **add impact with new, interesting thoughts.** Associative Brainstorming software like PRiPro works fast.

**Spin the Main Message with 1–2 Secondary Angles (not new messages).**

**Add New Angle** - Now's the time to add up to 2 more elements that are **NOT in your headline, that will tie the headline to the body copy,** and will help gain even MORE interest than the amazing headline you crafted earlier. Look for interesting angles that address unique characteristics of your offering.

**Using PRiPro, Google, WordTracker, find Keyphrases for your PR. Insert.**

**Keywords** - Now we can **expand on the keywords by using "keyphrases"**, which are combination of words that are both related to your business and market, and are popular on the search engines. **Use PRiPro™ software to find dozens of phrases** that are relevant and are unique enough to help you stand out while still getting good search results.

**Support your Main Message with a Secondary Message. Adds Interest.**

**Secondary Focus** - This is no time to take your eye off the ball... but it's important to add a second focus to your release. The summary is a great place to **talk to people, places, things or times that may be key to the release, and also encourage the reader to dive in and learn more.**

**Make the Summary a Transition from Title to Body Copy. Keep the Focus, Spin it!**

**Tie to Body Content** - The summary is a perfect "transitional" tool - **use it to elegantly blend to headline to the body copy.** Also, remember that this will be visible on your page on **PRWeb.com**, and will also be inserted into many sites that pull your content from RSS feeds & email.