Press Release Boilerplate Worksheet

Use this worksheet to turn scattered company facts into a clear 50- to 100-word boilerplate for the end of your press release. Keep it factual, specific, and easy for a journalist to reuse.

Goal: Write one short paragraph that explains who you are, who you help, what you do, one proof point, and where to learn more.

1. Gather the raw material

Company description

What does the company do in plain English? Avoid slogans.

Audience

Who do you serve? Be specific: small businesses, independent retailers, B2B SaaS teams, local families, nonprofit leaders, etc.

Problem solved or outcome delivered

What problem do you help the audience solve? What outcome do you help create?

Proof point

Add one fact that builds trust: years in business, customers served, funding, awards, credentials, locations, results, or notable partners.

Differentiator

What is actually different about your approach? Use a concrete detail, not a claim like innovative or best-in-class.

2. Build the first draft

Use this structure as a starting point. Then rewrite it so it sounds like your company, not a template.

[Company Name] helps [audience] [solve problem or achieve outcome] through [product, service, or approach]. Founded in [year] and based in [location], the company [credibility point or differentiator]. For more information, visit [website].

Your first draft

Write it messy first. The goal is to get the facts on the page.

3. Tighten the copy

- [ ] Cut any phrase a competitor could use without changing a word.
- [ ] Replace broad claims with proof: numbers, dates, locations, credentials, or named customer types.
- [ ] Keep the paragraph to 50-100 words unless your industry requires more context.
- [ ] Include the company website once, usually at the end.
- [ ] Read it out loud. If it sounds stiff, simplify it.
- [ ] Confirm facts with leadership, legal, or compliance when needed.

Final boilerplate

Paste this at the end of each press release and update it when your company changes in a meaningful way.

Tip: Save the approved boilerplate in one shared document so every press release, media kit, and company backgrounder uses the same description.