

equations

Want a Headline? No Journalist Owes You One

Journalists don't owe you headlines you earn them.
If your release flopped, it wasn't the product, it was thapproach.
Press releases are dying: 500+ sent, 3% used. Too robotic,
too generic.





Why Press Releases No Longer Works

The Old Model and Why It's Broken

1

TOO GENERIC:

We're thrilled to announce journalists aren't.

2

NO NARRATIVE:

Just facts, no emotional or human connection.

3

ZERO AUDIENCE FOCUS:

Written for your company, not for the reader.

4

OUTDATED FORMAT:

Long paragraphs, no visuals, no data points.

Cision's 2024 Media Report: 68% of journalists say most press releases are irrelevant to their audience.



What Actually Gets You Coverage Today

1

Story, Not Statement: Turn announcements into narratives [**impact, problems, timeliness**]

2

Journalist-Ready Headline: Craft headlines journalists would use
Example: XYZ's AI tool cuts marketer costs by 40% in 2 weeks," **not "XYZ launches AI platform**

3

Proof, Not Platitudes: Use evidence. **Example:** 120% conversions, **300+ man-hours saved instead of vague** adjectives.

4

Relationships, Not Blasts: Engage journalists on LinkedIn, interact with their work, and tailor pitches before sending.

The New Press **Release Formula**

- ✓ Start with a bold data point or conflict
- ✓ Add a human hook or quote
- ✓ Support with numbers, visuals, or milestones
- ✓ End with context why now, why it matters, and what's next

Example Structure

How One Homegrown Brand Turned Packaging
Waste Into ₹10 Cr Worth of Profits

Inside the circular design movement driving India's next wave of sustainable retail. Keep it to 250 words, visual-heavy, with one key takeaway journalists can lift as a headline.



The 3-Email **Follow-Up** Framework

Because one email rarely **does the trick**

Email 1: Personalized pitch with a story hook.

Email 2: [3 days later]: Add a data point or new angle.

Email 3: [1 week later]: A short “closing loop” note: Thought this might fit your upcoming sustainability feature



Case **in** Point

When Equations PR helped a sustainable fashion label reposition their press release into a narrative around “India’s Slow Fashion Revolution,” it **earned 6+** national features and **30% more inbound** brand queries all from one story told right.





YOUR NEXT STEP: MAKE EVERY STORY IMPOSSIBLE TO IGNORE

At Equations PR & Media, we don't just write press releases, we help founders create stories that journalists want to feature, and audiences can't forget. Your product is great, but your story is what gets the headlines, the clicks, and the investor attention.

Here's what a 30-minute session with me looks like:

- ✔ **10 minutes — Spot the gaps**
Identify why your announcements aren't getting traction and what's holding your PR back.
- ✔ **10 minutes — See it in action**
Real examples of brands that transformed one story into multiple national features and measurable business results.
- ✔ **10 minutes — Your PR game plan**
A step-by-step approach to turn your announcements into narratives that grab attention, build credibility, and spark conversations.

The right story doesn't just get noticed, it drives growth, builds authority, and opens doors. Don't let your next big announcement go unheard.

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