

Sharing Your Story

Insights for Writing an Effective Press Release

Even if your business does not hire a public relations firm, you can still benefit from learning some basics of media relations. Editors are always looking for good stories. Sharing how you developed a product that solves a problem, how your business has grown, or a milestone you've reached can be valuable news for trade magazines and local publications.

For example, Rural Builder and Frame Building News once covered Wick Buildings' 75,000th structure. The building itself was simple, but the milestone was meaningful. Without a press release, that story may not have reached thousands of readers—and the coverage cost the company nothing.

What Is a Press Release?

A press release is a short written piece of news that you send to editors. It explains what's happening in your business in a way that is clear and factual. While professionals often write them, you can create one yourself with a bit of guidance.

To be effective, your press release should be easy to read, free of hype, and focused on real information. Editors prefer stories that require little rewriting. If your release is clear and well-prepared, your chances of being published are much higher. (See an example on the next page.)

Tips for Writing a Press Release

Start with the basics. Make sure you answer the questions: who, what, when, and where. Then add details about why the news matters and how it affects your customers or community.

Keep it simple. Stick to the facts and avoid sales talk. Use short paragraphs and limit the release to one page if possible.

Include a quote. A statement from the business owner or another leader helps add a personal touch.

Add company information. End with a short paragraph about your business—what you do, where you're located, and who you serve.

Sharing and Following Up

Send your press release directly to editors of the publications you'd like to reach. Put the release in the body of the email, not as an attachment, so it's easier to read. Personalize your message instead of sending a group email.

Photos make your story stronger. Include one or two clear, high-quality images along with your press release.

A few days after sending, follow up politely with the editor. Instead of simply asking if they received it, consider offering

10 Reasons for a Press Release

Here are 10 practical reasons your company might benefit from writing a press release:

- 1. Announce a business milestone** – Such as an anniversary, number of buildings completed, or years in operation.
- 2. Introduce a new product or tool** – Highlighting how it solves a problem builders often face.
- 3. Share a project completion** – Especially if it's unique, unusually large, or serves the community in a special way.
- 4. Expand into a new service area** – Letting customers know where your products or services are now available.
- 5. Open a new facility** – Whether it's a new shop, warehouse, or office location.
- 6. Highlight safety improvements** – Sharing how your company is making the jobsite safer.
- 7. Celebrate employee achievements** – Recognizing years of service, certifications, or promotions.
- 8. Participate in community projects** – Showcasing charitable work, barn raisings, or partnerships with local schools.
- 9. Form a new partnership** – Announcing a collaboration with another company or supplier.
- 10. Promote events** – Trade shows, open houses, training days, or equipment demonstrations.

Each of these reasons gives a company a chance to share meaningful news without turning it into a sales pitch. Editors are always looking for clear, useful stories that show progress, problem-solving, and community value. **PB**

additional details or suggesting a short interview.

The Benefit of Sharing

Once your story is published, be sure to share the article with your staff, customers, and community. Doing so builds morale, shows appreciation for your team's work, and helps others better understand your business.

You know your products and services better than anyone. By sharing your story, you not only celebrate your own progress—you also contribute to the larger building community. **PB**

E-Impact Marketing Recognized With Clients on 2025 Inc. 5000 List of Fastest Growing Companies

E-Impact Marketing, a full-service digital marketing company based in Lancaster, Pennsylvania, was included in the 2025 Inc. 5000 list of fastest-growing private companies in America. Listed at #3488, the company joins the Inc. 5000 list for the second year in a row.

In addition to their company's success, E-Impact also celebrates the inclusion of three of their clients: Troyer Post Buildings, New Holland Supply, and Zook Cabins, listed at 4661, 4201, and 2400, respectively.

Founded in 2015 in a backyard office shed, E-Impact's mission from the get-go was to serve its clients by providing meaningful and measurable results via marketing services that work for small businesses. True to their roots, the company has a special focus on the storage shed and portable building industry, but

has since grown to work with new clients in a number of niches.

Today, E-Impact serves clients ranging from pole-barn builders to solar-panel installers to roofing contractors in a three-story office building in Lancaster, Pennsylvania, and a second office in Brooklyn, New York.

The Inc. 5000 list, published annually by Inc. Magazine, ranks the fastest-growing privately held companies in the United States based on three-year revenue growth. The list seeks to recognize those companies that embrace and respond effectively to changes in the market and economy. E-Impact has certainly seen those changes over the past decade and embraces challenges as they come in order to help clients grow in any landscape.

For James Charles, co-owner and COO

of E-Impact Marketing, the company's inclusion on the list, "is a testament to our clients, who have trusted us to help their businesses, and to the team members, who work incredibly hard every day to serve our clients and provide measurable value to them. We wouldn't be here without either of those groups."

Charles describes the company's success as an "undeserved blessing" and expresses gratitude to God for what the company has become so far. Looking ahead, he's most energized by the potential he sees in his clients, his team, and the world around him.

"There is so much value to be created in the world. It's exciting to work with companies that create value in so many ways every day, across industries and regions."

PB

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