



HELP PEOPLE STAY UP-TO-DATE WITH NEWS THAT AFFECTS THEM

#6. THE NEWS JACK



GETTING THE INFORMATION OUT FAST IS CRITICAL!

Help people stay up-to-date with news that affects them, such as breaking industry news or new regulations. There are two times to use this template.

1. Set up Google alerts. When breaking news comes your way, pull out this template.
2. Check trends online and write now. View Google searches and Twitter trends to find a relevant news story.

Keep it short - the words, sentences and paragraphs. Give it the tone of a news story.

Be accurate. Check other sources so you know what you are reporting is true, not a hoax.

Timeliness is more important than style and formality. Throw your schedule out the window. Your news-jacked article needs to get out right away to be valuable.

TITLE EXAMPLES

- New Anti-spam Regulations Confusing to Small Business Owners
- Open Rates are Trending Upward - Is it Really Good News?



TEMPLATE

THE NEWS JACK

Open a Word doc and start typing the information following this format. Use this page to collect your ideas.

Your advice or opinion

Let your expertise shine through.

The news

Brief and straight forward summary.

The source

Where you heard about it, other places you checked.

What it means

A longer explanation of the news story.

The impact on your readers

What will or might happen and the implications.

Wrap-up and call-to-action

Conclusion & call to action related to your business.

Reminder: Link your sources within the article.