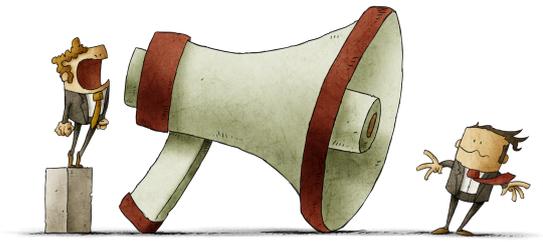


## How do I...promote green?



Once you have completed your journey along the green path, and are sure that you have everything in order, then you really should promote that fact – use it as a marketing tool to gain new customers and show your existing ones that you care about more than just 'business'.

But, how do you go about this? Well the easiest way is to spread the word as far as possible. Add a page to your website with your green information on it. Feature environmentally friendly jobs that you have produced as a showcase of not only your green ethos, but also the quality of what you do.

Ensure that all skeletons have been moved securely out of cupboards. If you are going to say you are green, you might be asked to prove it, so don't get caught out with dirty skeleton sized laundry.

For every initiative that you instigate, get in touch with the local press, and if you are not comfortable with writing your own press release, just send some bullet points and a nice image and they should do the rest for you. Or see our top tips below.

And, enter environmental awards, or an environmental category, and get yourself noticed and a pat on the back too – enter our Green Solutions Awards – it's free.

### Top tips for writing a press release

1. Stick to the facts – don't feel you need to add lots of 'brilliant', 'exciting', 'the best ever', 'the best in the world' exclamations – they aren't necessary for a news story.
2. Ensure that those facts are completely correct, and proofread your work over several times. Read it, then go and do something else. Come back again to it later and read again. Make sure it makes sense and contains all the information you need to get across.
3. Start with a catchy headline.
4. Keep it simple. Start with a quick outline, or core message, of what is contained within the body of the release – you can expand on it in the text.
5. Include 'Who, What, Where, When and Why'.
6. Include a quote – perhaps from your managing director or a customer.
7. The ideal press release is concise – 300 to 400 words; three or four paragraphs – but it can be shorter if your news is quick and simple. Don't write pages and pages.
8. Don't include loads of information about your company in the release itself. Add a 'Note to editors' section at the end (outside of the release itself) which can give a brief overview of your company. A paragraph is enough.
9. Remember, it is not a story or an essay. It is a quick, sharp container to hold the most pertinent facts that are newsworthy.
10. A few bullet points outlining what you are doing in an introductory e-mail, should get you follow up from any publisher.
11. Always send an appropriate image, or provide a link to an image for downloading.