

Company boilerplate *template*

A boilerplate is the "About us" paragraph at the end of every press release. Write it once, about 50 to 100 words, and use the same words everywhere: releases, your media kit, event listings and directory profiles. Review it every quarter.

01 Heading

Always the same: "About" and your company name exactly as you want it printed.

About [Company]

02 What you do, for whom

The first sentence a journalist will copy. Plain words, no slogans: what you make or do, and who it is for.

[Company] [makes / provides] [what] for [whom].

03 Where and since when

Founded when, where, and by whom. Journalists check these first.

Founded in [city] in [year] by [founders], ...

04 Proof

One or two facts with numbers: customers, people, places, funding or a milestone. Only what you are happy to see in print, and keep it current.

[Number of customers, team, locations or a milestone]

05 What sets you apart

Optional: one sentence on your approach or mission, in words a customer would use. Leave out claims like "leading" or "best" unless you can prove them.

[One sentence on your approach]

06 Where to learn more

Your website, and the press page if you have one.

Learn more at [website].

07 Short version

One or two sentences, about 30 words, for event programmes, award entries and directory listings.

[Company] [does what] for [whom]. [One proof point.]

08 Media contact

Below the boilerplate in a press release: a named person, direct email and phone.

Media contact: [Name], [title], [email], [phone]

Free template from Blue Leopard Media: blueleopardmedia.com/tools/boilerplate-template/