



## A Few Notes About Press Releases

If you haven't ever written a press release before, you shouldn't be intimidated. And if you've written a press release before, but not since 1995, you may need to brush up on a few new-media tactics. This guide has been developed to make the press release process as easy and effective as possible - and if you have any questions along the way, please feel free to email [kari@lamassu.is](mailto:kari@lamassu.is).

First, it's important to note the purpose of sending a press release - to get your news in as many media outlets as possible, in order to increase awareness of your business and drive sales. With that goal in mind, you should:

- **Write the release to be copy/pasted.** Journalists are often under tight deadlines, which means that they're looking for easy news to cover. How do you make your news easy to cover? By writing press releases in the same format that you'd write a newspaper article in. Specifically, by organizing the information into an [inverted pyramid](#) (this is a fancy way of saying, put the important details in the beginning of the release, the medium-importance stuff in the middle and the least important information at the end). Don't refer to yourself in the first person - write the release as though you're a journalist covering your own story.
- **Include "quotable" quotes.** About half of the time that you send a release, a journalist will not contact you for additional information before writing their report. As a result, you should include quotes in your press release that you'd like to see media outlets cover - if you have one or two sentences to say, what do you want to say? It should be a clear, concise statement that makes a point and conveys your message. Spend some extra time crafting your quotes, because it'll be worth the effort.
- **Not include the kitchen sink.** You want to incorporate all of the important details in your press release, but you don't want to throw the [proverbial kitchen sink](#) at reporters. If you want reporters to cover the launch of your ATM, don't include info about the 2-for-1 special at the bar and the band that will be playing at the party - it just clouds up the real news.

We want to help you make the launch of your Lamassu Bitcoin ATM as successful as possible. Below is a rough press release outline that has worked well for previous Lamassu ATM launches, as well as some ideas for PR and social media promotions. If you have any questions, please feel free to reach out to Kari DePhillips at [kari@lamassu.is](mailto:kari@lamassu.is).



## Lamassu Press Release Template

If you need assistance, please email [kari@lamassu.is](mailto:kari@lamassu.is)

### Headline/Title

First Bitcoin ATM In [INSERT CITY/STATE HERE] Is Now Open to the Public

**Summary line** – this should be 1-2 sentences and include all of the important info, including:

- Location of Lamassu Bitcoin ATM
- When it will be open to the public
- The name of the business that owns the ATM.

### First paragraph:

The city/state's first Bitcoin ATM is now open to the public...list who, what, where and when. It's okay to rephrase some of the information from the summary line.

### 2nd paragraph:

Either more information, or a quote from the owner of the Lamassu Bitcoin ATM or the owner of the location that the machine is installed in.

### 3<sup>rd</sup> paragraph:

If the second paragraph was not a quote, put a quote here. Otherwise, have another paragraph of information (hours of availability, information about a launch party if you're having one, etc.). You can also list your compliance information in this paragraph – it's something that reporters are asking about, so you should definitely consider addressing compliance issues in the press release.

### 4<sup>th</sup> paragraph:



Quote about compliance (recommended), or a quote about the other information contained in the paragraph before.

**5th paragraph:**

Closing paragraph about the company, including contact information.

Feel free to add more paragraphs or quotes if you'd like, but try to keep the press release to under 600 words. Quotes often get pulled right from the press releases and put into news reports, so try to make them succinct, catchy and effective at conveying your message.

## Potential Opportunities for Press

Bitcoin is a hot topic right now, and it's fairly easy to generate press coverage if you know what kind of stories to pitch to reporters. Here are a few ideas:

- **Announcing the location of the Lamassu ATM.** Even if the ATM won't go live for a while, if you have a location nailed down you can likely generate some pre-launch press. For now, these types of announcements tend to garner national coverage – but they'll always be good for local press.
- **Announcing when the machine is open to the public.** When you know your launch date, you can either announce it in advance, the day of the launch or both. Consider inviting the mayor a local celebrity to be the first person to use the machine.
- **Transaction amount milestones.** When you hit \$100k, \$250k, \$500k, etc. – let people know about it! And let kari@lamassu.is know about it, so we can factor your news into our latest releases and social media updates.
- **Transaction number milestones.** When you hit 1,000 transactions or any other big, round number, share the news with reporters and kari@lamassu.is and we'll help spread the word.
- **Monthly or quarterly sales numbers.** At the end of your first month, let people know how you did (if you're open to sharing that information). Repeat the process at the 1Q, 6-month and 1-year marks.
- **Successful business partnerships.** If your Lamassu Bitcoin machine is in a coffee shop and that coffee shop has seen a significant increase in sales since the ATM was installed, send a press release about it. And, as you may have guessed, feel free to email kari@lamassu.is and we'll promote the news from our end.



There are other ways you can maximize exposure of your Lamassu Bitcoin ATM besides these types of news releases. On a local level, you might want to try:

- Hosting a regular Meetup at the location that the ATM is installed in.
- Inviting business or student groups to come to the location, and have speakers there to educate attendees about Bitcoin.

There are several Bitcoin-related websites and publications that will almost always cover all of your Bitcoin-related news. Feel free to email them regularly with updates:

CoinDesk: [news@coindesk.com](mailto:news@coindesk.com)

Bitcoin Magazine: [help@bitcoinmagazine.com](mailto:help@bitcoinmagazine.com)

Bitcoin News: <http://bitcoinnews.com/submit>

AltCoin Press: <http://altcoinpress.com/contact/>

Bitcoin Examiner: <http://bitcoinexaminer.org/contact/>

If you have questions or would like a list of local reporter contacts (US-only), please email [kari@lamassu.is](mailto:kari@lamassu.is) and we'll help you through the process.

## **A Few Notes On Interacting With the Media**

Journalists regularly operate under very tight deadlines, so the faster you can respond to their questions the better. However, it's crucial that you take your time to come up with thoughtful responses rather than rush out your answers without thinking them through.

Always assume what you say is on the record – it only takes one careless remark to end up with a bad headline [like this one](#). You can't say "this is off the record" after you've said something you wish you could take back and expect the journalist to hold to it. You have to ask to go "off the record" *before* you say what you don't want to get quoted saying, and the journalist has to agree to it...and even then, they're not obligated to keep their word.

As you're interacting with reporters, make a note of their email addresses and social media accounts so that you can follow up with them as you have more news to release (see ideas



from the previous section). It also helps to stay in touch with them via social media interaction.

Sometimes, the reporters won't let you know when their stories have gone live – so it's always a good idea to wrap up your interviews with something to the effect of "if you let me know when the article goes live, I'd be happy to help promote it from my end." Setting up Google Alerts for your name and your company's name is also worth doing.

## **Social Media and User-Generated Content**

We've noticed a trend with people who use Lamassu Bitcoin ATMs: they like to take photos and videos of their experiences (like the guy who [filmed his toddlers](#) exchanging cash for Bitcoin). Use this user-generated content to your advantage whenever possible – it consistently does well via social media.

Whenever you have an image or video worth sharing, we recommend:

- Posting it to your company's Facebook wall
- Adding it to the r/bitcoin community on Reddit
- Tweeting it (use the #bitcoin hashtag, and if you include [@LamassuBTC](#) we'll RT or @ you back)
- Adding it to Tumblr, Instagram and/or Google+
- Tweeting to @CoinDesk, @NewsBTC, @BitcoinExaminer, @Bitcoin and other Bitcoin-news related Twitter accounts

Congratulations on purchasing a Lamassu Bitcoin Machine, and securing your place in Bitcoin history. We're absolutely thrilled to see our machines out in the wild, and appreciate the role you've played in making our dream - of bringing Bitcoin to the masses - a reality.