



How to write Fact Sheets

A fact sheet is an essential tool used in public relations to provide an overall view of your company. Though fact sheets can stand alone, they are more commonly submitted along with a press release or media kit.

STRUCTURE MATTERS

It's a good idea to prune down your facts and have some sort of logical order to them.

The first fact should often speak to *significance*-- the size of the problem. Why is this important?

A good second number is *relevance*. Why should the average person care? Here's an example: Drunk driving kills 45,000 people a year. You are three times more likely to be maimed or killed driving home from work at the hands of a drunk driver than you are to be hurt or killed by a criminal.

Another relevant issue is cost. If you work for a corporation announcing a new product, this might be the most important fact of all: "Our new electric car will cost \$20,000 -- and you'll save \$2,000 a year on gas."

Comparisons are also typical. The press and public want to know how to measure things against other things they're familiar with. Other products. Other problems.

AVOIDING COMMON MISTAKE WITH FACT SHEETS

- **Too many facts.** It's easy to find numbers and statistics. You'll collect dozens of them, and who wants to spend hours finding all those good numbers and not use them?[]
- **Different sources saying the same thing.** It's often a bad idea to cite multiple sources on the same issue, because they'll disagree about the number. They'll have used different methodologies and completed their study at different times. Even the same organization using the same methods on the same day will have slightly different numbers due to statistical noise.[]
- **Facts in random order with no flow or structure.** There are good reasons to spend time and thought into putting facts into a structure.

Sourcing and attributions burying the facts. Who are the stars of this show? The facts, not where you got them. If your sources and citations turn a fact bullet into a long boring paragraph, put the source into a footnote.