

How to write a boilerplate

What is a boilerplate?

A boilerplate is the last paragraph that briefly describes the business or organization and is usually found at the end of a press release.

If your company does not have a boilerplate, it is important that your company or organization create one that can be consistently used in all of your marketing and PR efforts.

When developing a boilerplate, be sure to write in the third person, in an objective voice and to include just the facts about the business or organization. The boilerplate should explain where your company is based, what you do, if it is a public or private company, how many employees, the phone number, address and URL.

Boilerplate Template via Journalistics.com:

XYZ Company is an [City, State] based company that provides [Products] to [Customers, Target Audience]. Since [Year You Started], XYZ Company has consistently [Value Proposition]. XYZ Company is [Key Fact - such as "a publicly traded company on the NYSE" or "a Inc. 500 Company."]. For more information on XYZ Company, please call [Phone] or visit [Website].

Boilerplate Example

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and has entered the mobile phone market with its revolutionary iPhone.