

FOR IMMEDIATE RELEASE

# [Headline: Business Navigators + Action + Outcome, under 12 words]

*[Subheadline: one sentence explaining who benefits and how]*

[CITY, State], [Month Day, Year]. Business Navigators, a growth systems firm serving founders and executives, today announced [what is being announced]. [One sentence on why it matters to the reader.]

[Paragraph 2: the details. What it is, how it works, who it is for, when it is available. Keep to three or four sentences and avoid jargon.]

"[Quote from a Business Navigators leader that explains the reason behind the announcement in plain language]," said [Name, Title], Business Navigators.

[Paragraph 4: proof or context. A client outcome, a metric you can support, or a market trend. Do not include claims you cannot verify.]

"[Optional client or partner quote with permission]," said [Name, Title, Company].

[Closing paragraph: call to action. Where to learn more, book a discovery meeting or download the resource.] Visit [https://thebusinessnavigators.com/\[page\]](https://thebusinessnavigators.com/[page]).

## About Business Navigators

Business Navigators is a growth systems firm that helps founders and executives open the right conversations and run the business behind them. Its flagship service, ExecNaviX, delivers done-for-you LinkedIn business development and executive meeting booking from a leader's own profile, with no ads, no cold email and no purchased lists. The firm also provides fractional business development leadership, automation, recruiting and cyber defense within the Business Navigators ecosystem. Learn more at [thebusinessnavigators.com](https://thebusinessnavigators.com).

## Media contact

Business Navigators Press Office  
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<https://thebusinessnavigators.com/press>

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## How to use this template

- Replace every bracketed field. Delete any section you do not need.
- Headline under 12 words, written in present tense. Subheadline explains the benefit.
- Lead paragraph answers who, what, when, where and why in two sentences.
- One quote from Business Navigators, one optional quote from a client with written permission.
- Only include numbers you can support with a document, dashboard or client sign-off.
- Use commas, periods or the word 'to' instead of em or en dashes.
- Send as PDF and as plain text in the body of the email. Subject line: the headline.
- Distribute to your list, post on LinkedIn, and add the release to [thebusinessnavigators.com/press](https://thebusinessnavigators.com/press).

## Distribution checklist

- Release approved by ownership
- Links tested
- Logo attached (from media kit)
- Contact email monitored on release day
- Posted to LinkedIn company page
- Added to /press and sitemap regenerated