



THE PRE PITCH OP METHOD

*HOW TO DEFINE AND MAKE YOUR PITCH
NEWSWORTHY*

STEP 1: BRAINSTORMING

On the page to follow, write ideas, facts and elements about you and your brand that fall into the below categories. One idea may be able to fit into multiple categories.

Proximity:

Relevance:

Extremeness:

Prominence:

Impact:

Timeliness:

Conflict:

Human Interest:

Outcome:

Peculiar:

STEP 4: DEFINE WHAT'S NEWSWORTHY

Looking at your table, objectively decide which stories could be the most appealing for the target outlets you have identified. Notice story crossovers and see if there's a way to combine or further beef up the angle.

Now, think back to the three Timeline Questions:

When did this (the story) or when will this happen?
(Does it have current or future impact?)

What's on the calendar?
(What time of year is it?)

What's already there?
(What has the outlet published recently?)

Make notes in the note column for each story.

STEP 5: PLAN THE PITCH

By using the PRE PITCH OP template, you should have a clear understanding and direction of which stories or angles you should pitch, and when. Use this to guide your overall PR strategy, and pitch accordingly!

