CRAFT YOUR PITCH SO YOU CAN…

*PITCH IT, PITCH IT GOOD!*

SUBJECT LINE TIPS

These tips should be experimented with. A/B/C Test your headlines to see what gets the most traction!

* Avoid anything that sounds too sales-y.
  + Ex: Try the BEST product ever!
* Compliment the article of theirs you mention in your pitch.
  + Ex: Loved your piece last week on the new Sephora App
* Infer you have a question on their article you mention in pitch.
  + Ex: Question on your Summer Restaurant Roundup
* Ask about interest in future topics.
  + Ex: Are you working on any Travel Roundups soon?
* If you mention your product Company in the subject, make that subject headline newsworthy!
  + Ex: Amanda, I invented the first ever wine hangover cure!
* Ask straight up!
  + Ex: Amanda, any interest in receiving a free WINO-Gone?
* Offer them the exclusive. (If you do this, you must intend to truly offer them the exclusive.)
  + Ex: Exclusive coverage on First ever AI App Launching Monday
* Add relevance; i.e. if it’s a local publication, say how it’s relevant to the community.
  + Ex: Local fire news for Community Pacific News

PITCH DRAFT TEMPLATE

Writer:

Email:

Outlet:

Beat:

Angle (Refer to the Pre Pitch Op):

Type of Pitch (Round Up, Op-Ed etc.):

This is relevant to pitch now because….:

Subject Line:

PITCH (Try to keep to under 200 words):

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