



PITCH TEMPLATE + CHECKLIST

Each pitch you write should be written specifically for that journalist and media outlet. Of course you'll reuse portions of it but for the most part it should be written from scratch each time.

Journalists get hundreds of pitches per day and the ones that really stand out are the ones that are personal and tailored for their audience.

Yes, this takes extra time and effort but it's worth it. Take it from someone who knows. Also be sure to keep this pitch brief and easy to read at a glance.

ANATOMY OF A PITCH

Subject line: Use an eye-catching title that will make the journalist curious and want to read more. Don't use click bait – make sure you deliver on your promise

Dear: Get the journalist's name correct – double and triple check this!

Intro: If you have some kind of connection to the journalist or a compliment for him – share it. Or if you enjoyed a story he wrote, or a tweet he shared recently – tell him. Anything that can make you stand out a bit and show the journalist you're making an extra effort to connect will go a long way.

An Eye-catching Line & Context: Not a cliché or boring old predictable lazy opener like "It's that time of year again!" Spare me. Get right to it. Why this, why now. A few lines about why this matters, and why it would make a particularly good story for our readers or viewers. Also: Is anyone else talking about it? If so, send links to where this topic is getting attention. If there's a recent study — link to it.

Talking Points/Thesis: Include bullet points with stats, trends and interesting facts that make your story idea compelling. See Worksheet 12 the "[Pitch Generator Worksheet](#)" for inspiration. Make it clear what your take is on this and why you think it matters. If you're pitching a magazine, be specific about what you're proposing: a short 500-word piece on how to detox your kitchen, or a 2000-word essay on your struggle with chronic fatigue.

Takeaways: These are the actual tips that viewers will take away from watching this segment with you or reading this article. What are the things that they will do tomorrow that will change their lives and make it better?

Expert Details: Include a brief bio, photo and video media clip. Also if you've written any relevant pieces about this subject, include them.

PITCH CHECKLIST

Look at your pitch and ask yourself these questions before sending it. If you don't have a good answer for each one – start over.

☐ **Why do I care?** Why does the producer or editor care? Not you. You know why you want to be on TV or in a magazine, but it's your job to make a producer or editor's job easier here. Not to just get yourself on TV or in a magazine. How can you provide a service that matters to them?

☐ **Why does the audience care?** If you've looked at the program or publication, you will have an idea who is consuming the content. How does this group of people stand to benefit from it?

TIP: Study the ads in the magazine and watch the commercials during the newscast – this gives you a hint into who the audience is. Advertisers pay big bucks for those spots based on this information.

☐ **Why now?** What makes this a good time to do this story? Is there a news event or celebrity angle that will help this be relevant now? Maybe you can use an upcoming holiday or event to give your pitch a fresh take. Note that some pitches are evergreen. That means they can be used at any time and will work just as well — the downside is they're not as urgent, and may be set aside for a more timely pitch.

☐ **Why you?** Make the case for why you're the right expert to speak about this topic. Be sure to include clips of yourself talking about similar topics and give your credentials and links to relevant blog posts or articles.

☐ **What do I do about it?** Be sure to include takeaways in your pitch—things the viewer can do or act on after watching your segment.