



CREATE YOUR PITCHING FACTORY

If you want to be in the media, pitches are your ticket inside. In Worksheet 12 the “**Pitch Generator Worksheet**” we showed you how to come up with pitches that will get you booked. This worksheet will help you keep track of all those pitches so you can come back to them again and again, and make pitching even easier and less time consuming.

You may need to tweak the original pitch for a different outlet or to incorporate a fresh news hook or angle. We want you to make the best use of your time when you’re crafting pitches so you don’t have to reinvent the wheel every time. Instead, you can use what you’ve already written up to draw inspiration and make your life easier.

STEP ONE: Decide on a storage bin

Where you store your pitches is almost as important as what you write in them. Because if you can’t find them, then what is the point? Keep them in a place where you can easily access them wherever you are. We also strongly suggest keeping them in one of these applications because they’re cloud-based; meaning, you can access them anywhere. If you only save pitches on your hard drive and something happens — you lose those pitches for good. Here are a few of our favorites:

- A notebook in Evernote devoted just to pitches
- A folder in Google Drive
- A folder in DropBox

STEP TWO: Organize that storage bin

Decide how you’ll organize those pitches. What makes the most sense in your mind, given your business, brand, line of work? Here are some ideas:

- Divide by theme
- Divide by news outlet
- Divide by season (summer, spring, fall, winter)

PRO TIP: Paula organizes her pitches by topic, and stores them in a folder on Google Drive; that way she can search by name or topic easily and find what she’s looking for.

STEP THREE: Dedicate a time to fill the factory

Setting up a time to write pitches can be a procrastination point. Make it easier for yourself by dedicating a specific time right now. Maybe you do it once a month — the first Monday of each month. Or every other month.

"I will work on my pitches during this time: _____"

Now block out time in your calendar to dedicate to writing your pitches.

Use the Pomodoro Technique: The "Pomodoro Technique" was created by Francesco Cirillo, who named this 25-minute block of time after the tomato-shaped kitchen timer he used as a student. When it's time to work, set a timer for 25 minutes and focus only on your pitch writing. This will keep you focused and on task. If 25 minutes seems like too much — do 10 or 20 minutes. Once you get into the groove of working in these short bursts it will make doing this work much easier.

STEP FOUR: Revisit the factory to repitch

Revisit your factory whenever you have a new idea. This could be based on a news story or holidays. Anything can serve as inspiration. Set a reminder to take a look at your pitches every few months and update them.

This works particularly well when responding to HARO requests because often there are many duplicate requests. Instead of rewriting your pitch every time - just refer back to your pitching factory.

PRO TIP: When Paula responds to a query from HARO for a productivity expert, she saves the pitch as a Google Doc in a folder called "HARO Pitches." Then the next time she sees a similar query she reaches into that folder and the pitch is already written for her. Be sure to customize this new pitch as much as possible. Change the journalist's name, fit it for their outlet, and update any tips to make it most relevant for their audience.