



FOLLOW-UP FORMULA

You hit "send" on your pitch. Yay! Now what?

How you follow up on a pitch can make or break your chances of getting booked. There are reasons a producer or editor hasn't gotten back to you:

- Your pitch isn't a fit right now
- Your pitch isn't a fit for their magazine or show
- There's no room in the show or story to accommodate it
- There's not enough of a newsy or timely hook
- The anchor or news director or editor hates that topic (and you would never know this!)
- They just did something similar
- They liked it, but got distracted
- They're swamped
- They're away

You can't rely on a good idea to stand out on its own; follow up is critical. You want to stay top of mind—but for the right reasons.

DON'T SAY: "What did you think of my pitch?"

Though it seems harmless, this is a fast way to annoy a producer or editor. Why? Because you're making her accountable to you. And she can't be — or else she'd be accountable to every single person who has ever sent a pitch. You're asking her to do more work — a big no.

WHAT TO SAY INSTEAD:

"I'm very aware that you get tons of emails every single day and might have missed this one. I wanted to pop it back up to the top of the pile and hopefully catch your eye. As a quick reminder — I'm a GI doc and I'm using a new diagnostic tool in my office that is helping patients knock out acid reflux sooner than ever before. Here's a clip of me on ABC talking about it. Full details below. Looking forward to hearing your thoughts!"

See that? It's mindful and respectful and does what you want: Gets you to the top of her inbox, reminds her of who you are and what you do, and makes life EASIER for her. It may not get you a yes, but it avoids making you a definite no.

KNOW WHEN IT'S TIME TO QUIT

Sometimes a producer is just not that into your pitch. Take it like a champ and move on. If it's a definite "no" on that pitch, or they never get back to you on it, let it go. It doesn't mean you'll never get booked. It means what it is: That pitch isn't a fit.

USING SOCIAL MEDIA TO CONNECT

Now you have more access than ever to producers, editors, journalists, and anyone else creating and producing media. This gives you the chance to learn about and support them, share what they're doing, and pop your head into their world.

However. There are some strict rules to bear in mind if you don't want to annoy or alienate a producer, and chief among them is making a nuisance of yourself in an attempt to get their attention.

DO:

- Share their recent stories and segments
- Retweet / favorite some of their stuff (but not all; don't go crazy)
- Compliment their work via the social media platform

DON'T:

- Retweet/favorite/like or otherwise stalk every single post of theirs
- Tag a producer in everything you're doing
- Ask for feedback on your pitch via a public forum
- Tag multiple producers and outlets in a post of yours (which makes them feel they're not that special to you)
- Pitch via social media (serious pitches should be delivered 1:1 via email or phone, not via public platform)

YOUR FORMULA FOR SUCCESS

You can't possibly keep all of your outreach in your head. So we've **created a spreadsheet for you** to start using, right now, to track what you sent to whom, and when you've last followed up.

To make a copy for yourself to use, open the link, which will open a Google Sheet, and then go to the "file" menu on the navigation bar (it's right under the title of the document), and choose "make a copy." Then it's yours to use!

Spreadsheet:

<https://docs.google.com/spreadsheets/d/1LofEeCYWV54DKXlrbK83vLL5ErEI9Kep7XvMXFdRLTM/edit#gid=0>

How to use this spreadsheet:

This tool is meant to help you keep track of your media outreach. There's no exact science as to what will work best in terms of follow up. Every producer and editor is different. We've given you some suggestions as a guideline to help you stay organized.

How long to wait to follow up?

- We suggest giving the producer at least 3 days before you follow up the first time. As we mentioned above there are many factors as to why she might not have gotten back to you.
- Give her a chance to check it out.
- Then if you don't hear back after that initial follow up - it's OK to reach back out again in about a week and send follow up #2.

What to do next?

- We hope your pitch gets noticed and gets you booked but of course there's a chance that might not happen. If it doesn't, don't get discouraged.
- Offer a resource — with no strings attached. Follow up with the producer a few days after sending follow up #2 and generously give her something she can use that has nothing to do with you. We'll give you examples of what works best in Worksheet 24 **"Stay on The Radar"**.