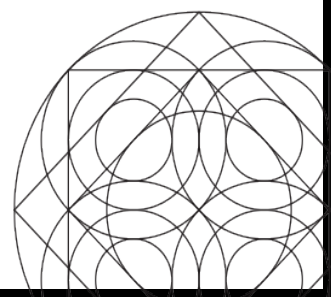
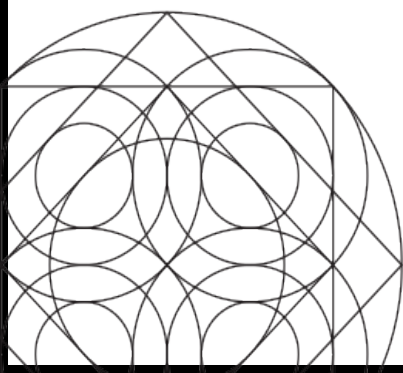


THE PERFECT

pitch



The Perfect Pitch

WHAT IS A PITCH

An idea that is sent to a media contact for publication

Allows direct communication between you and a journalist

Persuades the journalist to view your media kit, press release or pick up the phone for more information

Bad pitch emails start with a whole lot of boring formalities or promotional hype

Good pitch emails start with you getting right to the point about your newsworthy media angle

Get to know the publication and editor/reporter that you are pitching to

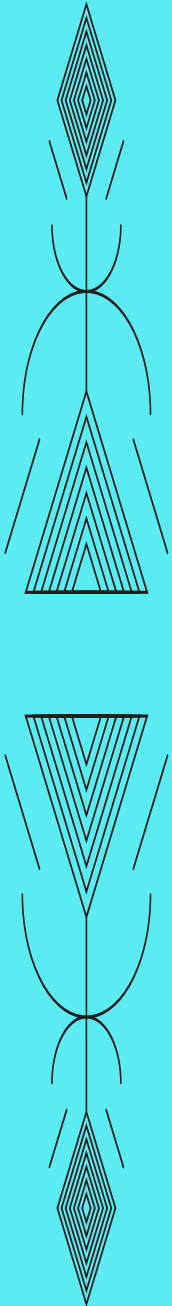
Take time to read a few issues of the magazine, watch a few shows or listen to the radio

Look at the editorial calendar to be familiar with upcoming issue topics and see their demographics

Understand the format of the publication and their audience to better target your pitch

Keep it short and personal

Don't forget "...timing, as they say, is everything"



The Perfect Pitch

PITCHING TV

Make it visual

Include ideas in your pitch on what you have to offer visually – location, images, props, etc

Don't just promote the product, but give them examples of what they could do with it on the air.

*They aren't just looking for a talking head – they want someone that can **DO SOMETHING.***

Frequently pitch someone as a TV guest

Include a link to past spots so the show producers can see how they are on the air, or even consider making a video to demonstrate how you (or your client) come across

Provide 2-3 ideas...give them choices

Be sure to include ideas that look ahead to topics looming on their editorial calendar

So THINK AHEAD



The Perfect Pitch

WHAT IS NEWSWORTHY?

Would my target market be interested in this?

Put yourself in his or her shoes.

Look at the multiple industries your business falls into

Uncover stories that you already have at your fingertips

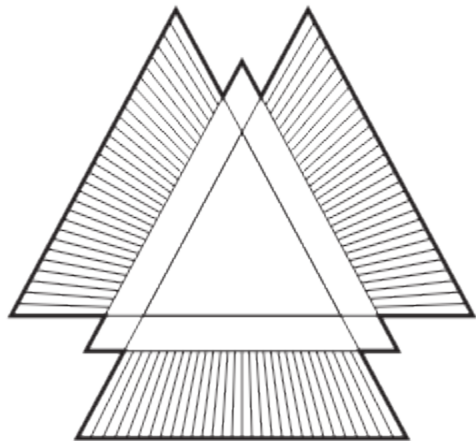
Back it up with Stats

Research statistics to back up your story

You can buy market research reports like Ibis world, Forrester or Survey Monkey to create your own

You can also write your own survey to gather data





The Perfect Pitch

40 NEWSWORTHY MEDIA ANGLES

START-UP BUSINESS ANGLES

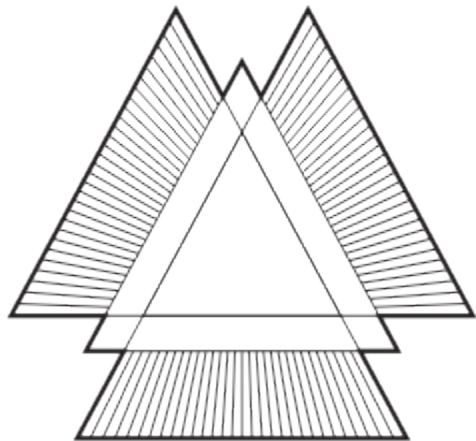
- 1 Official launch of a new business
- 2 New business to meet special market niche
- 3 Personal story as the inspiration behind a business start-up
- 4 The story behind identifying and meeting a market gap
- 5 New product or service never before available
- 6 Personal hobby became a business
- 7 Market research led to a new business ideas

BUSINESS DEVELOPMENT ANGLES

- 8 New product or service available/soon to be launched
- 9 Servicing a new market/industry
- 10 Significant dollar contract won
- 11 New strategic alliance or joint venture partnership arranged
- 12 High profile business person investing in the business
- 13 Any significant business milestone angle such as 10th year in business

EMPLOYEE ANGLES

- 14 High profile business person now employed by/advises the company
- 15 Second/third/fourth generation of family just commenced work in business
- 16 Personal achievement of a staff member enabled through support of business
- 17 Unique employee trainee program
- 18 HR policy which is beyond the award or unique for the industry
- 19 Diversity or disability employee program
- 20 Initiatives to look after the personal wellbeing of employees and their families



The Perfect Pitch

40 NEWSWORTHY MEDIA ANGLES

FINANCIAL ANGLES

- 21 Setting industry records with revenue growth of XX percent reached this financial year
- 22 Revenue reached \$XX dollars this financial year
- 23 Humble beginnings to solid success story (rags to riches)

MARKET LEADERSHIP ANGLES

- 24 Speaker at a public or industry event
- 25 Appointment to an industry board/council/committee
- 26 Won an industry award
- 27 Sponsorship of an event or person
- 28 Promotion of use of local suppliers to support the local community
- 29 Showcasing uniqueness of business set-up (eg a group of mums moving from the garage to retail)
- 30 Comment on a controversial topic/issue related to your business/industry
- 31 Outperforming larger commercial businesses or franchises

CORPORATE CITIZENSHIP ANGLES

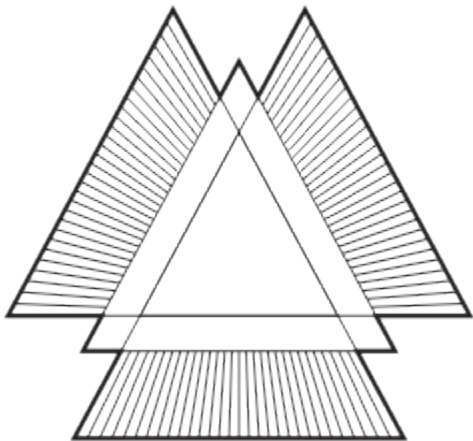
- 32 Social contributions to the local community
- 33 Joining forces with local government, other business leaders or council on a particular community concern
- 34 Creation of long-term relationship with local or well-known charity
- 35 Business mission is to give back to the community or a charity

INNOVATION ANGLES

- 36 More efficient business practises bring greater customer benefits
- 37 New product development/distribution method that brings great benefits

ENVIRONMENTAL ANGLES

- 38 Introduction of environmentally-friendly methodology/technology
- 39 Work practices and policies that help save the environment
- 40 Environmental program reaping financial rewards



The Perfect Pitch

WRITING GUIDE

KISS principle (*Keep it simple, stupid*) - *Keep the body of your email short, professional and clear*

Ideally, the whole intro is one paragraph, max.

Get to the point and include links for more information

If you can *add an element of surprise* that the news reporter has never heard before then you'll always get picked up

If you are writing a reaction to a current event, be sure to submit it the day of the event or in the 24 hours after

DEADLINES

There is no right or wrong time to send in your pitch, news is 24/7 now.

Be mindful of deadlines... editors will go MIA for 3-4 days leading up to the print run, so there's not much chance of getting any action then.

On *rare* occasions an article may be pulled last minute and they will need to fill the space.

The Perfect Pitch

FOLLOW UP

Fortune is in the follow-up

Wait 7-10 days before sending another pitch...do this three times, each time adding something of value

Mention one of their recent articles that you saw and loved, or twisting the angle on your pitch to see if a slightly different angle works better for them.

“Saw the article you published yesterday about XYZ, I totally agree with that xxx.

Expect to get at least 5 no's for every yes

Mark your editorial calendar for contact every 2-3 months with a new story

*Follow ups do NOT have to be a full pitch and media Kit situation
... just keep in contact and FOLLOW UP!*

FINAL REMINDERS

Don't send a Bulk email and BCC all the reporters on your list

Don't send

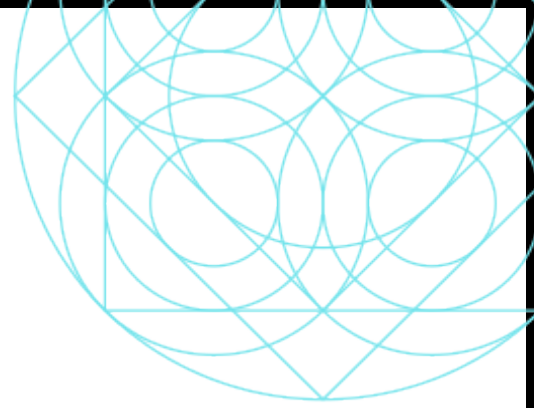
Don't ask questions about why your article didn't get published

Don't make your subject line boring, vague or cheesy

Do proofread your pitch...seriously proofread your pitch

Do make sure you add value in your follow up emails

Do celebrate all of your new PUBLISHED Y!!



The Perfect Pitch

PR YOUR PRESS

- *Make a note in your calendar when ever any of your publicity is due to be published.*
- *Make sure that all of your social media outlets match that message*
- *Check all the links on your homepage and any blog post that are relevant to the publicity are still working*
- *Check the links in your published press are correct*
- *Write a blog post talking about the content and back linking to your article on the media outlets site*
- *Think of the freebie that you can offer any of the new traffic that coming to your site specifically from that piece of coverage.*
- *Re-post the media outlet article on to your own Facebook page, then set up a Facebook ad campaign promoting the post.*

