

PR PITCH TIPS

Straight from the journalist themselves. Tips to make sure your pitch is read and enticing.

Source: CISION

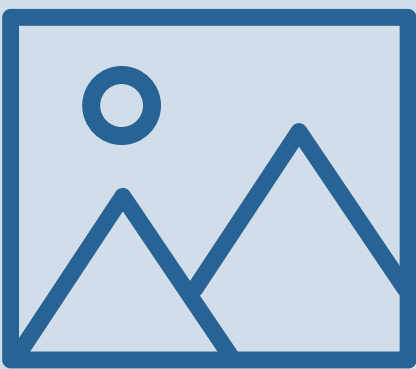
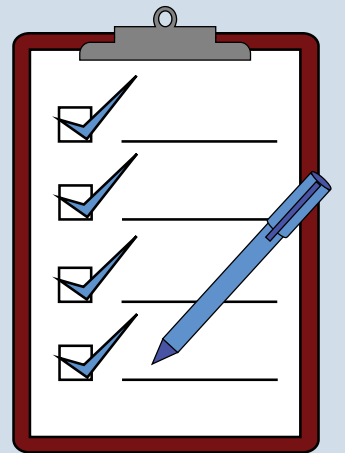


TIP 1: BUILD THE RELATIONSHIP

Journalists are people too. Make sure that you are building a relationship and prove that you did your research by referencing a piece they've written. Use social networks like Twitter to find common ground and Linked In to curate professional relationships.

TIP 2: KEEP IT BRIEF

Journalist receive hundreds of emails a week. Make your pitch concise and make your point quickly. It is also a good idea to attach the press release to the email rather than inserting into the body of the email to make it easier to read.



TIP 3: INCLUDE PHOTOS

A picture is worth a thousand words. Journalists are more likely to be drawn to a pitch that includes visuals. They help convey your tone and entice readers.

TIP 4: CRAFT A STORY

Keeping in mind that your pitch should be brief, use those few sentences to tell a story not just sell a product. It will help your pitch get picked up and the journalist complete their mission.

