# **Media Pitch Template**

[SUBJECT LINE]

[GREETING]

[FIRST PARAGRAPH]

Remember the journalist's motto: don't bury the lede. Your attention-grabbing opener should be bold and concise. It should show why your story is newsworthy and deserves coverage. Lead with:

- A strong data point relevant to the publication's audience
- A strong and active sentence about what the company is doing
- The impact of an action that the company is taking on the outlet's audience

The next 2-3 sentences should build on that bold and concise opening sentence, by providing key details of your value proposition. Remember to personalize your pitch for your recipient!

- Compare your pitch to one of their recent bylines.
- Explain how your story adds value to what the journalist covers.
- Note any exclusive content you include.

Conclude with your CTA. A CTA can be a standalone sentence or the last sentence in the last paragraph of your pitch. What would you like the reader to do with this pitch? Run a feature story? Invite you on their podcast? Write a review? Conduct an interview?

Before you thank them for their time and hit send, make sure you've included:

- Company website
- Other relevant contact information
- Social media handles



# **Writing A Pitch**

R Bogdan



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