



PITCH IT, PITCH IT GOOD!

C H E C K L I S T

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A MESSAGE FROM YOUR COACH

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CONGRATULATIONS on upleveling! There are SO many benefits that can come from being featured in the media. From spreading brand awareness, to shaping public perception, to establishing credibility and authority, to increasing revenue, you could be ONE pitch away from seeing all of your dreams finally coming true! I am honored that you have trusted me to help guide you through this process. On the following page, you will see a "PR Pro Checklist" that I still use to this day when drafting pitches to the media. **You should be able to answer YES to every question before you EVER send ANY pitch...EVER!** So without further ado, here's the list!

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CHECKLIST

- You've carefully researched and selected the journalist you're pitching ☐
- You know the journalist's name and have the journalist's specific email address ☐
- Your pitch is related to the journalist's specific beat ☐
- You've made sure that the journalist you are pitching hasn't already written about the topic of your pitch recently (your angle is therefore new) ☐
- You have a catchy subject line ☐
- You've addressed them by name in the intro and triple-checked that his/her name is spelled correctly ☐
- You indicate which outlet (if applicable) you are pitching the journalist for ☐
- You have downloaded and integrated an email tracker so you can monitor your email open rates ☐
- Your pitch is relevant, timely, and "newsworthy" ☐
- You've answered the 5 W's – Who, What, Where, When, Why – concisely ☐
- You have proved your credibility - (you've used facts/data when/if available) ☐
- You've included a clear CTA (your writer knows what to do next if they want more information) ☐
- You have kept your pitch to under 200 words (or close) if possible (for traditional / digital mediums, not podcasts) ☐
- You've triple-checked all of your spelling and grammar ☐
- You've included your contact information (journalists typically will want a phone number) ☐

ARE YOU READY TO NAIL YOUR PITCH?

Once this entire list has been checked off, you **ARE** ready to *pitch it, pitch it good!* If the entire list is **NOT** checked off, you still have some work to do.

Want help nailing your pitch and making money with PR? Book a free consultation with THEPRBAR inc.

BOOK CONSULTATION

