Startup Success

PR PITCHES THAT GET RESULTS

TIPS & TEMPLATES

Startup Success

PR PITCH TIPS

➔ Get really clear about what's in it for the person you're pitching.

➔ Offer value, don't ask for favors.

➔ Give enough details to interest, but don't make it too long. People are busy!

➔ Do your research. Pitches from people who actually know WHO they're talking to really stand out.

➔ Have a clear call to action. If you don't say exactly what you're looking for, then you probably won't even get a response.

➔ Sign up for HARO (Help A Reporter Out) to find journalists who are actually looking for pitches.

➔ Use a template (outline) to save time writing your pitches, but don't copy + paste word-for-word.

➔ Follow up at least once.

Podcast Pitch Template

Subject: Application for _____ [podcast name] Guest

Hi [first name],

Hey there! My name is _____ and I'm the founder/owner/writer of _____.

[Brief mention of something *specific* you love about the podcast.]

I'm reaching out because I was wondering if you're currently looking for new podcast guest.

I know that your audience really appreciates _____ and I'd love to share with them _____.

[Insert details about how you discovered this or what results you or your clients have gotten with this information.]

Here are a few ideas I have for specific episodes:
> Idea #1
> Idea #2
> Idea #3

I'm excited about the potential opportunity to be on the _____ [podcast] and I hope to hear back from you soon!

Have a great day!

Sincerely,

Guest Blog Pitch Template

Subject: Guest Posting for _____ [name of site]

Hi [first name],

Hey there! My name is _____ and I'm a _____ [job description] who helps _____ [type of person] _____ [get X result].

[Brief mention of something *specific* you love about the site.]

I'm reaching out because I was wondering if you're currently accepting new guest bloggers. I know your readers are really interested in _____, and I'd love to share _____ with them.

[Insert details about how you discovered this or what results you or your clients have gotten with this information.]

Here are a few ideas I have for guest posts I could write for your site:
> Idea #1
> Idea #2
> Idea #3

I'm excited about the potential opportunity to guest post on your site, and I hope to hear back from you soon!

Have a great day!

Sincerely,

Startup Success

MODULE 3 // Visibility & Lead Generation

Product Placement Pitch Template

Subject: fun/sensational/intriguing description of your product

Hi [first name],

Hey there! My name is _____ and I'm the _____ [position] at _____ [company]. We sell _____ [product], a product that helps people _____ [unique or special value].

Our audience loves reading _____ [publication you want to be mentioned in], especially because _____.

I wanted to let you know about our product, because it would be the perfect fit for _____ [publication]. I know your readers would be interested to hear about how it [product] can help them _____ [get result].

If you'd like to check out the product for yourself before you share it with your audience, then we'd be more than happy to send you one to try out.

Thanks so much for your consideration, and I hope you're having a great day!

Sincerely,

Pitch Follow Up Template

Subject: Following Up *or* RE: [previous subject line]

Hi [first name],

Hope you're having a great week! I wanted to follow up about _____.

I'd love to have the opportunity to _____.

Just to refresh your memory, I help people _____ [get specific, awesome result], and I'd love to share my [method, tips, system, advice, etc.] with your audience.

Here are some ideas I have for specific _____ [episodes/articles/etc.]:

> Idea #1
> Idea #2
> Idea #3

Let me know if you have any questions, or if there's anything else I might be able to do for you. I'd love to have the opportunity to _____ [be a guest on your show/write for your site, etc.].

Sincerely,