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# STORY PITCHING

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1. Make initial contact;
2. Brief story pitch;
3. Deliver the story (usually in press release format);
4. Follow up; and
5. Acknowledge publication.

## Initial Contact

- Ask the outlet their preferred way of contact, or how to pitch to them for when you have news stories;
- Ask the outlet the topics they are personally interested in, the deadlines and turnaround times they have for publication;
- Explain the types of stories you are able to help with;
- Explain who you are - the more credibility indicators you have that are related to your industry the better. These could be things like awards or recognition won;
- Ask the outlet to consider you for any potential stories come up in the future and they need a source for; and
- Regularly provide other stories and story leads unrelated to you or your publicity objectives.

## Brief Story Pitch

**Subject Line:** The angle of your story

**Body:**

- Your story hook;
  - The who;
  - The what;
  - The when;
  - The where; and
  - The why;
- Who you are, what you do, why you do it and why what you are pitching is important (newsworthy angle);
- Seed the follow up by asking them to contact you if the need anything else; and

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- Your sign off.

### **Follow Up**

Offer “Expanded Content” that was not mentioned previously in your initial pitch, to “add more” to the initial story:

- A story update;
- An interview;
- A photo opportunity;
- A case study;
- A video;
- A slideshow;
- A graph;
- An illustration;
- And so on...