



ULTIMATE MEDIA PITCH CHECKLIST

From Mark Albert and John Bates

Everybody has a story. Are you telling yours?

Pitching journalists to get free earned media coverage should be a key part of every business plan. Here's how:

- 1** **WHAT'S YOUR STORY ANGLE?** Using your deep expertise, pick a **newsworthy angle**: it could be tied to a date, event, or news story. Something someone would be surprised to know. ☐
- 2** **GOT SOUNDBITES?** What are the **10-20 second** pithy, declarative and oh-so-memorable lines you're going to effortlessly share during any interview? Be creative! ☐
- 3** **HYPERLINK YOUR BIO & DEMO REEL.** Edit a **1-2 minute video** of any on-camera appearances you've done – TV, radio, stage, podcasts, digital – to show journalists you can ace any appearance. *Don't have a reel? Click the QR code to the right and we'll brainstorm with you.* ☐
- 4** **FIND THE RIGHT JOURNALISTS.** Create a list of journalists who **cover your topic or industry** and get their contact info. Mention them by name in your pitch. *And don't waste time sending a story about sunscreen to a crime reporter!* ☐
- 5** **ART OF THE PITCH:** Here's a tried-and-true formula: ☐
 - **Short:** One- or two-line **summary** of the pitch. If a journalist wants more info, they'll ask
 - **Proof:** Include **evidence and data** with hyperlinks for attribution. Don't flood the zone with numbers; use one example, two max
 - **Why Now:** Why should a journalist care **today?** (one line max)
 - **Why You:** Why are **you** the best person to talk about it (one line max)
 - **Contact:** At the end, provide your cell number and email – **and when you'd be available** for interviews (one line max)

Want to workshop your first pitch together?
We got you!

Schedule your complimentary strategy session:



BONUS!

Watch this before your next interview or talk.

Media Mastery Experts provides media training, public speaking and leadership communications bootcamps, online courses, 1:1 coaching and PR+ services. Ready to master your message and amplify your influence? Let's chat!

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THEN HIT SEND!