

Pitch Research

What makes my brand unique?

Who is my audience?

Who is the best media to reach out to?

Story Ideas I Can Pitch (Consider lead times)

Things I need to do to prepare:

Pitch Template

Before you pitch:

- Does this fall into the publications lead time?
- Do you think this story will interest this specific media outlet?

Subject Line:

Intro:

2 to 3 Story Ideas:

Specific Placement:

Images: