

Media pitch *template*

One journalist, one story, under 200 words, in the body of the email. Replace everything in [brackets], delete the grey notes, and send it from a named person who will answer the same day. Attach nothing: link to your media kit instead.

01 Subject line

The story, not your company name, in about 6 to 10 words. Add "Exclusive" or "Embargoed" only if it is true.

[The story in under 10 words]

02 Greeting

Their first name, spelled right. Never "Dear editor" or "Hi there".

Hi [first name],

03 Why them

One sentence that shows you know their beat: a recent article of theirs and how your story connects to it.

[I read your piece on (topic), and (how this connects).]

04 The story

Two or three sentences: what happened, the number that makes it news, and why now.

[What happened, with the number.] [Why it matters now.]

05 Why their readers care

One sentence about the reader, not about you.

[What it means for the people who read them.]

06 What you can offer

What makes the story easy to write: an interview, the data, a customer to speak to, images, an exclusive or embargo.

[Interview with (name, role)]

[Data or report]

[Customer or expert they can speak to]

[Images, no login]

07 The ask

One simple question that is easy to answer yes to.

[Would you like (the data / a call with name) this week?]

08 Signature

Name, role, direct phone, and a link to your media kit.

[Name], [role], [Company]

[Phone], [media kit link]

09 Follow-up

One follow-up, about a week later, replying in the same thread with something new: a fresh number, a date, an image. Then stop.

[Hi (name), one more detail since my last email: (new fact). Happy to send the data if useful.]

Free template from Blue Leopard Media: blueleopardmedia.com/tools/media-pitch-template/