

## Media Pitch Template

Use this template to pitch story ideas directly to journalists and media outlets.

### Subject Line

[Personalized, compelling subject line - reference their recent work or beat]

### Greeting

Hi [Journalist First Name],

### Opening (Personalization)

[Reference their recent article or beat. Show you've done your research.]

### The Hook

[Lead with your most newsworthy angle. Why should they care? What makes this timely?]

### Key Details

[Provide essential facts, statistics, or unique insights. Keep it concise - 2-3 sentences max.]

### Why This Matters to Their Audience

[Explain the relevance to their readers/viewers. Connect to current trends or events.]

### Expert Availability

[Offer access to experts, exclusive data, or unique perspectives.]

### Call to Action

[Clear next step - "Are you available for a quick call?" or "Would you like the full press release?"]

### Closing

Best regards,

[Your Name]

[Your Title]

[Company Name]

[Phone]

[Email]

**Pro Tips:**

- Keep it under 150 words
- Personalize every pitch - no mass emails
- Send Tuesday-Thursday, 10am-2pm for best response rates
- Follow up once after 3-4 days if no response