

UpsurgeIQ

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]

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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